

Promotional lighters: practical selection checklist

Practical worksheet for comparing model, use and personalisation before ordering.

This worksheet helps you organise the information needed before choosing a promotional lighter. **The options actually available depend on the individual product** and should always be checked on the relevant product page.

1. Start with the intended use

Scenario	Priorities to assess	Practical check
Large-scale distribution	Practicality, light weight, print area	Compare simple models and check the available print method.
Gift with higher perceived value	Material, finish, personalisation result	Consider metal models and check whether engraving is available.
Kitchen, barbecue or fireplace	Shape suitable for lighting from a distance	Check kitchen models with a long neck.
Tobacconist or cigar shop	Frequent use, durability, product image	Compare practicality, material and logo visibility.
Trade show, event or congress	Ease of use and brand recognition	Check availability, print area and required quantity.

2. Model comparison sheet

Fill in one column for each model you are considering. This lets you compare the features without relying only on appearance.

Criterion	Model A	Model B	Model C
Material			
Format			
Fuel / power			
Ignition mechanism			
Refill / recharge method			
Flame regulator			
Child safety			
Front/back personalisation area			
Available print methods			
Option to order a sample			

3. Choose the technique based on the artwork

The logo and print area influence the choice of technique. Use this matrix as an initial filter, then check compatibility with the selected model.

Graphic requirement	Technique to consider	Why it may be suitable
Simple logo or text, up to four solid colours	Pad printing	Affordable and suitable for small print areas.
Subtle result with higher perceived value	Engraving	Particularly suitable for metal models; it does not reproduce colours.
Logo with many colours, details or gradients	UV LED printing	Allows full-colour printing and a highly detailed result.
Complex or colour-rich artwork	Digital transfer	Suitable for images and logos that require multiple colours and gradients.

4. Checklist before ordering

- ☐ I have defined who will receive the lighters and on what occasion they will be distributed.
- ☐ I have compared at least two models by material, format and perceived value.
- ☐ I have checked the fuel or power system, refill or recharge method and ignition mechanism.
- ☐ I have checked for a flame regulator and child safety, where relevant.
- ☐ I have checked the personalisation areas available on the front and back.
- ☐ I have chosen the print method based on the logo, not only on price.
- ☐ I have checked the number of colours, details and any gradients in the logo.
- ☐ I have checked on the product page whether the lighter is supplied filled, partially filled or without fuel.
- ☐ If the order is important, I have considered purchasing a sample.
- ☐ I have checked the quantity, colour variant and model availability before finalising the order.

5. Useful combinations

To create coherent promotional sets, you can combine your promotional lighters with these products:

- [Personalised Keyrings](#): to combine several functions in a compact set.
- [Personalised Candles](#): for kits related to the home, events or moments of relaxation.
- [Branded Pocket knives](#): for outdoor activity, camping or hardware-store sets.
- [Custom Cutters](#): for practical sets intended for workshops, hardware stores or technical activities.

6. Final decision sheet

Item	Final choice
Model / material / colour	
Fuel or power / refill or recharge	
Technique / personalisation area	
Quantity / sample	
Notes	

Note: features, availability, print areas and applicable techniques can vary from model to model. Always check the product page before purchasing.