

Promotional Puzzles: practical selection checklist

A practical summary for matching type, number of pieces, material, packaging, printing technique and context of use before choosing a model.

Online category: [Promotional Puzzles](#)

1. Choose the type based on the result you want to achieve

The four main families make it possible to narrow down the choice quickly without comparing every individual model.

Type	What it looks like	Practical guidance
Classic puzzles	The assembled pieces form a chosen image or one already featured on the product.	When the final artwork is the focus of the customisation.
Game puzzles	They allow users to assemble images and also to play; they may include rotating versions, colouring puzzles or sets with other games.	For play, educational activities and entertainment.
Brain-teaser puzzles	Blocks or pieces can create a single structure or several solutions; the shapes may be geometric or irregular.	When you want to emphasise ingenuity and the interlocking mechanism.
Object-shaped puzzles	The composition can create 3D objects, coasters, postcards, cars, dinosaurs or animals.	For an item that remains recognisable beyond the moment of play.

2. Number of pieces and packaging: two checks to make together

The number of pieces varies greatly from one model to another. It should not be considered on its own: the type of interlocking pieces and the composition also affect the user experience.

Configuration	What it means	What to check
40 or 80 pieces	Compositions with a high number of pieces.	Check the subject to be assembled and the audience it is intended for.
12, 16 or 24 pieces	Examples of simpler compositions.	Suitable when a less complex structure is required.
Fewer than 10 pieces	Possible especially in games and brain teasers.	A low number of pieces does not rule out interlocking structures with several solutions.
Packaging	Box or drawstring bag.	Always check whether the packaging is included and whether it can be customised.

3. Materials: compare product finish and packaging

Material / element	Reported characteristics	Practical guidance
Wood	May be natural, coloured, bark or plywood.	It affects the visual and tactile result; engraving and pad printing are among the most suitable techniques for wooden models.
Bamboo	An option with a greener profile.	Consider the type of model and the surface that can actually be customised.
Recycled paper	May be standard or kraft, which is darker and similar to cardboard.	It may also be used for packaging; for paper puzzles, digital printing allows full-colour printing.
EVA	Lightweight, impact-resistant and flexible material.	Useful when these physical characteristics are relevant to the intended use.

Material / element	Reported characteristics	Practical guidance
Recycled ABS	Plastic compound obtained by recovering and reusing existing plastics.	Check the print area and the technique available on the product page.
Bags and boxes	Bags in non-woven fabric, cotton or polyester; boxes in paper or recycled cardboard.	If packaging is part of the project, check the material and printing options separately.

4. Printing techniques: choose according to the result you want

The technique depends on the product and the surface. This matrix organises the available options according to the desired result.

Goal	Suggested techniques	Selection note
Full colour	Sublimation, digital printing, digital transfer	When images or text with multiple colours are required.
Cost-effective and durable	Screen printing, pad printing	Pad printing is also suitable for very small print areas, such as individual puzzle pieces.
Elegant and high quality	Transfer, engraving	Engraving can add depth to the object and is suitable for wood.
Distinctive and eco-conscious technique	UV LED printing	Dries the ink without solvent evaporation.

5. Contexts of use: match the puzzle to the recipient

Context	Possible use	Practical guidance
Schools, nurseries, educational centres	Game, reward for school activities and support for fun, learning and logical thinking.	Game puzzles, especially rotating or colouring versions, are among the most suitable options for younger children.
Stationery shops and toy shops	Product for resale to families and for leisure time.	It can be combined with other products related to play or the school environment.
Accommodation facilities and holiday villages	Pastime to place in shared areas	It can be combined with Custom branded Traditional games and Custom branded Playing cards .
Museums, attractions, zoos, aquariums	Themed souvenir linked to the visit.	The customisation can highlight images, subjects or messages consistent with the venue.
Companies, trade fairs, showrooms	Decorative element or composition to assemble.	For decoration, prioritise compositions that can be framed or 3D products; avoid game puzzles if the space is not intended for leisure.
Clients, partners, employees	Customised gift using elements connected with company history or the industry.	It can use a historic company photograph or elements that are characteristic of the brand and its partners.

6. Final checklist before ordering

- ☐ I have defined whether the puzzle is intended for play, learning, resale, a souvenir, a gift or decoration.
- ☐ I have checked the number of pieces and the type of interlocking mechanism most suitable for the recipient.
- ☐ I have chosen the puzzle family: classic, game, brain teaser or object-shaped.
- ☐ I have checked the material of the puzzle and the material of any packaging.
- ☐ I have checked whether the box or bag is included and whether the packaging can be customised.
- ☐ I have chosen the printing technique according to colour, durability, elegance or the way it works on the material.
- ☐ I have checked the dimensions, print area and customisation coverage on the product page.
- ☐ If the customisation must cover the whole surface, I have checked whether the model requires side margins.

[] If information is missing from the product page, I have planned to check it with customer service.

7. Useful combinations for stationery shops and toy shops

When a puzzle is part of a wider product range, combinations can follow two approaches already reflected in the possible uses.

Approach	Products to combine	Practical guidance
Fun	Personalised Balls ; Personalised Toys	To broaden the range with products linked to play and leisure.
School	Personalised Pens ; Promotional Kids backpacks ; Personalised Pencil cases	To build an offer consistent with stationery, school and educational activities.

8. Specific checks for customisation

Check	What to check
Bag included?	Check whether the bag is part of the product and which printing techniques are available for that model.
Paper puzzle?	Digital printing is among the most suitable techniques when a vivid, colourful result is required.
Wooden puzzle?	Engraving and pad printing are among the recommended techniques; pad printing can also suit very small areas.
Full-surface print?	Check whether the entire surface can be customised or whether side margins are required.
Dimensions confirmed?	Measurements are shown on product pages in millimetres or centimetres; if information is missing, ask customer service for confirmation.

For questions about dimensions, print area or the characteristics of a specific model: [contact our customer service team](#)