

Promotional teddy bears: a selection checklist

A practical worksheet for corporate purchases, events, souvenirs and family-oriented initiatives.

1. Start with the intended use

Identify the main goal first: comparing models without this information can give too much weight to appearance and too little to practicality.

Objective	Models to compare	Key check
Venue souvenir	Animal associated with the venue; classic plush toy or keyring	Recognisable subject, age suitability and space for branding
Mascot or special prize	Classic or themed plush toy	Size, resemblance to the symbol and branding position
Large-scale event giveaway	Small plush toy, keyring or model with a T-shirt	Bulk, ease of distribution, quoted cost and print area
Activities for very young children	Comforter or other model approved by the manufacturer	Approved age, accessories and individual product warnings
Charity or sporting initiative	Classic plush toy or model with printable clothing	Legible artwork and rules of the receiving organisation

2. Size: decide what you want to achieve

Indicative size	When to consider it	Check before ordering
Small · 12–15 cm	Easy-to-distribute giveaways	Actual size and printable surface
Medium · 16–20 cm	Corporate gift or souvenir	Bulk, materials and logo impact
Large · 21–32 cm	Display mascot or special prize	Available space and intended use
Keyring · 7.5–10 cm	Accessory for keys, bags and backpacks	Attachment, age group and branding area
Comforter · varying shapes	Contact and comfort, only when age-appropriate	Individual product page and manufacturer guidance

Indicative sizes: always check the measurements on the individual product page.

3. Customisation: checks before preparing your artwork

Not all surfaces and printing methods are equivalent. Before preparing a proof, match the design, material and actual printable position on the chosen model.

Technique	Especially useful for	What to check
Transfer printing	Logos applied to fabric	Print area, material and accessory shape
Digital transfer	Detailed, multicolour designs	Sufficiently flat, even surface

Technique	Especially useful for	What to check
Sublimation	Full-colour artwork	Polyester or suitably treated surface
Embroidery	Textile finish and slight relief	Fabric suitability and fine-detail legibility
Screen printing	Simple logos, few solid colours; large quantities	Actual print area and number of colours
Pad printing	Simple artwork in small areas	Suitable material and surface

4. Print position: check what is really possible

- ☐ Open the “Printing information” section for the selected item.
- ☐ Check permitted areas: clothing, tummy, labels, tags or accessories only where specified.
- ☐ Compare your logo size with the actual available print area.
- ☐ Request an artwork proof and check legibility at actual size.
- ☐ If helpful, order a sample before confirming a large quantity.

5. Recipients: age and context

- ☐ Manufacturer’s age guidance: checked against the product information and warnings.
- ☐ Accessories and detachable parts: checked for young children.
- ☐ Comforters for newborns: considered only when the individual item is stated to be suitable.
- ☐ Hospitals and children’s wards: hygiene and safety requirements agreed with the facility.

6. Summary sheet for comparing offers

Complete one sheet for each shortlisted model. Comparing all the details will make the final choice easier.

Field	Choice / check
Occasion and recipients	_____
Animal and model	_____
Size and composition	_____
Required quantity	_____
Print area and side	_____
Technique and artwork file	_____
Recommended age and warnings	_____
Sample requested / examined	_____
Comparison outcome	_____

7. Three scenarios to make the choice faster

Scenario	First decision	Check before confirming
Zoo or theme park gift shop	Choose animals visitors recognise at the venue	Model, pocket-size or large souvenir, printing and recipients
Family event kits	Prefer an easy-to-hand-out format	Size, quantity, age suitability and logo result
Fundraiser or educational project	Choose a subject relevant to the initiative	Organisation's logo and requirements of the recipient

8. Final checks

- ☐ I compared at least two models by size, intended use and customisation.
- ☐ I checked the age suitability and any instructions for each item.
- ☐ The product page explicitly lists the intended logo position.
- ☐ For a large order, I considered examining a physical sample.

Useful links

[Promotional Teddy bears](#)

[Promotional Puzzles](#)

[Custom branded Traditional games](#)