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Ultimate Inside Info On The Potential For Brand Exposure By Printed Lanyards

Many business owners reject the idea of giving away free lanyards, not realizing The Potential For Brand Exposure By Using Printed Lanyards. Many business owners feel that lanyards are not serious brand building tools. However, with all the many uses of lanyards, which are invaluable tools for building your brand easily.

People love to receive things free and a customer who receives a free lanyard with his name and details on is bound to remember you. They will know that you deem them special. The personal touch that this displays will secure the loyalty of your customer.

Think about all the different uses of a lanyard: flash drives, key chains, music players, pen drives, cell phones... Everything is small and compact and easily misplaced. A lanyard is a great way to keep track of all these little things. They are also useful for identification cards of staff or attendees at a big conference or similar event, hospital staff identification, school student identification and so much more.

When your customer uses a lanyard with your company's name, logo or tag line on, they will be sure to remember to return. When used at a big event, they are sure to not throw a lanyard away the way they might a simple identification card. The lanyard will also not be likely to get lost during the event.

Moral confusion can occur when a client receives an expensive gift from a supplier. The client may now feel like he or she is obligated to buy your products. This could drive customers away from your business. A lanyard on the other hand is handy and comes with no perceived obligations. When the client wears the lanyard around his or her neck, they give the company free advertising miles. They will constantly wear the lanyard and your business is quietly being promoted at virtually no cost to you

Various types of lanyards exist; one can print logos, images and text by using a number of different methods. For simple text, screen silk printing is the way to go. Metallic is also suitable for screen silk printing. For very high quality images complex logos one would use dye sublimation. The other ways are heat and iron transfer to transfer the images and text onto the lanyard.

Personalized lanyards usually range in width from 10 millimeters and wider in increments of 5 millimeters up to 25 millimeters. Flat lanyards can be any width whilst tubular lanyards are usually 10 millimeters or 15 millimeters wide. Tubular lanyards are also referred to as bootlace lanyards.

Clients may bulk order lanyards that are custom designed for their purposes. Dying the lanyards to get the right color is part of this customizing. Lanyards come as a standard with neck safety release and a variety of clips. The clips are either dog clips or trigger clips. These clips can vary though as there is a wide range of clips on offer.

The Potential For Brand Exposure By Using Printed Lanyards is never ending and the sooner business realizes this the faster they will increase their bottom line. This will give the company massive exposure for a very small outlay.

Find out more about [promotional products](#) and how they can help you bring in more business. With the use of [printed lanyards](#) you can promote your company in many ways. Head online and learn more today.

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