



LANYARD GUIDE

How to choose and specify the perfect Lanyard

Connecting Brands With People

This guide is provided by Preseli who have been a supplier of popular products to the promotional industry since 1992. During over 30 years of trading, they have built their reputation on great service and time-proven reliability.

Their team of experienced merchandisers and logistics personnel ensure that our orders are supplied on time and to specification.

Lanyards have always been at the core of the business so use this guide to help employees and customers specify the right product at the best price.



Intertek



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Why a Lanyard?

IDENTITY

- Identifies employees at a glance
- Shows name badges prominently
- Allows different roles to be identified at a single event

SAFETY

- Clearly identify workers, visitors
- Encourages a culture of signing in
- Helps identify unauthorised visitors

CUSTOMER SERVICE

- Allows public to spot team members easily
- Name badges make interactions more personal

TEAM BUILDING

- Unifies a diverse workforce to be part of the same team
- Acts as an identifier without the need for a uniform
- Helps prompt name recognition

Rigid ID holders are best for users who need to show ID every day.

PVC Wallets are best for exhibitions and conferences and holding business cards as well as ID

Screen Printed lanyards use a solid colour ribbon with logo printed in the middle. Can be printed on 1 or both sides

Add a Short Release attachment to give wearers maximum flexibility

Lanyards come in widths from 10-30mm. 15mm and 20mm are the most popular

Sublimation lanyards print the whole width on a white ribbon and can achieve fine detail in full colours. These lanyards can be printed on both sides

Our standard lanyards feature a Safety Break to allow quick release. Can be removed on request, or we can add multiple breaks for industrial safety use

Customise your lanyard with extras like phone holders or pull reels



2. CHOOSING YOUR LANYARD

1

WHAT'S YOUR DEADLINE?

Next day SUPER URGENT

- Use unprinted UK held stock (Pg 8)
- Use our pre-printed Visitor, Exhibitor, Staff or Contractor tubular lanyards
- Lanyard colour limited to stock colours
- Limited to standard fixings

8-10 Working days UK EXPRESS

- Need to focus on printing UK held stock (Pg 8)
- Stock lanyards limited to 1 colour designs on 1 side
- Dye Sublimation prints can be fully customised
- Limited to standard fixings

10-15 Working Days EXPRESS

- Wider variety of classic and special designs and finishes available including woven logos, applique
- Express Carbon Neutral Shipping

15-20+ Working Days STANDARD

- Access to all materials and finishes including woven logos and applique
- Access to custom branded components
- Options of Carbon Neutral, Low impact and budget shipping options

2

WHAT'S YOUR PRODUCTS LIFESPAN?

One-Off Use BUDGET

- Polyester lanyards in stock shades are best value
- Use standard fittings
- Plan ahead to use cheaper production & shipping
- Look at low carbon and recycled options to minimise your environmental impact

One-Off Use PREMIUM

- Look at low carbon and recycled options to minimise your environmental impact

Daily Use BUDGET

- Flat Polyester are best value
- For hard wearing end uses upgrade to Nylon
- Use failsafe fixtures and fittings suitable for longer life
- Look at use of Pull Reels to extend ID reach

Daily Use PREMIUM

- Look at wider and softer premium finishes
- Use Nylon rather than Polyester
- Use hard wearing buckles

3

WHO IS THE CUSTOMER?

ON A TIGHT BUDGET:

- If affordability and value are crucial then look at ordering in good time as this will allow slower but better value shipping methods.
- Cheaper does not necessarily mean less environmentally friendly. RPET options can be the same price as non recycled if ordered in good time
- Keep to the best selling standard styles and components

WITH A MESSAGE TO GET ACROSS:

- Sublimation printing allows the entire lanyard to be printed with their graphics

INDUSTRIAL or WORKWEAR:

- Consider the use of Hi Vis colours and reflective trims
- Use heavier construction
- Build in additional features like extra safety breaks

PREMIUM BRAND:

- Sublimation printed lanyards need a smooth flat fabric base so can feel thin and less premium.
- For a luxury heavier weave use premium nylon
- Make a simple logo stand out by using 3D printed logo
- Add premium fixings like buckles or leather look trim.
- Make use of subtle secondary logos like badges or embossing

4

WHAT'S THE DESIGN BRIEF?

LOGO SHAPE & SIZE:

- Lanyards come in widths from 10-40mm (Or even wider on request)
- Screen prints are good for logos along the middle
- Sublimation prints can be used right up to the edges
- All except UK stock Flat Polyester Lanyards can be printed on both sides

LOGO COLOUR

- All prints can be colour matched
- All materials can be colour matched except UK stock

LOGO DETAIL

- Simple logos can be screen or sublimation printed
- Simple logos can be woven into the lanyard
- Complex logos and patterns need to be sublimation printed

SOMETHING EYECATCHING

- Use additional layers of fabric (applique) or 3D printing to highlight the logo
- Use effects like a glitter background or reflective strip

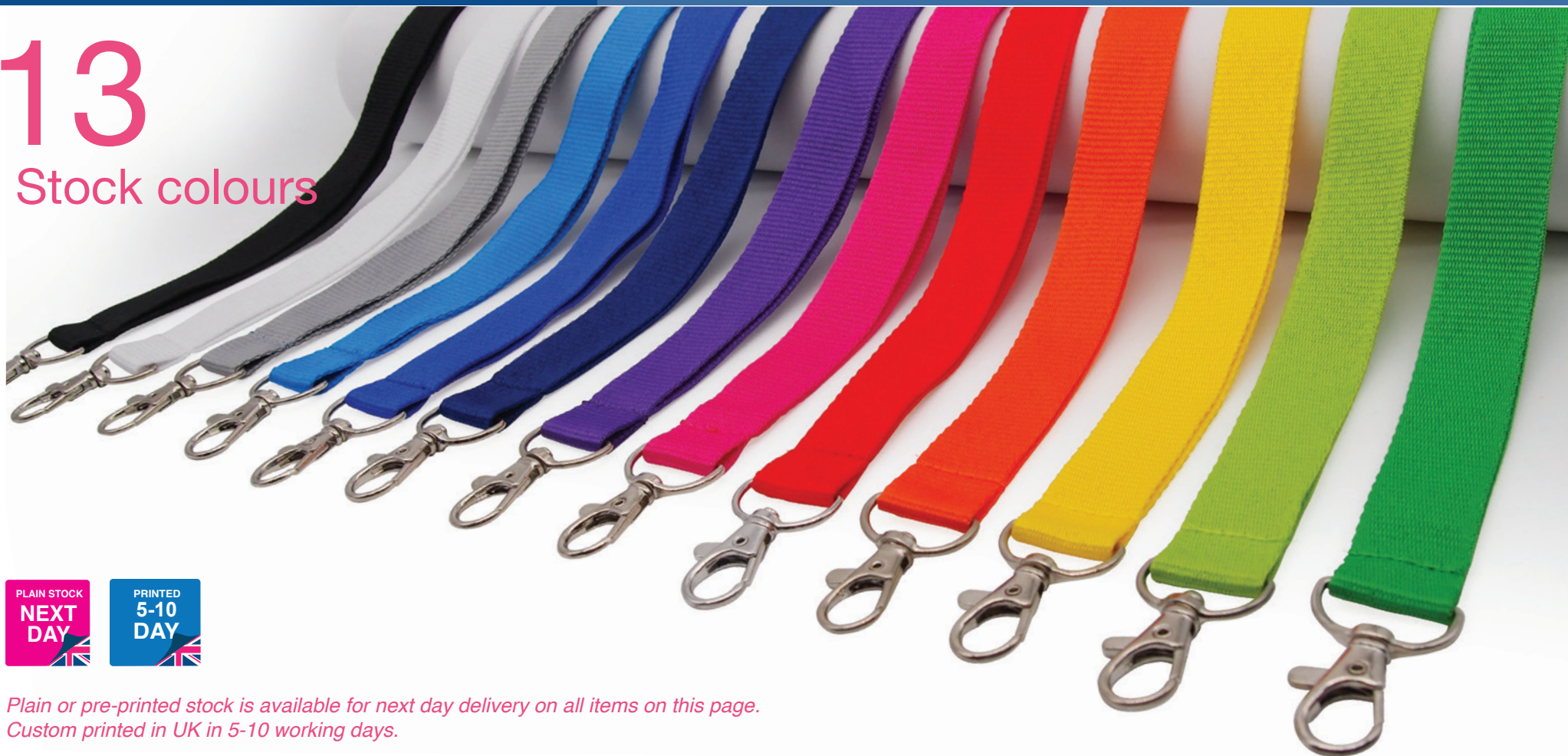
SECONDARY LOGOS & EXTRAS

- for premium customers logos can be added on components like buckles
- Add extras like phone attachments

NOW FIND YOUR STYLE.....

13

Stock colours



Plain or pre-printed stock is available for next day delivery on all items on this page.
Custom printed in UK in 5-10 working days.

												
Black LSBL	White LSW2004	Cool Grey 7 LSGREY	Blue PMS 2196 LSB2196	Reflex Blue LSB2031	Navy Blue PMS 281 LSNA	Purple PMS 268 LSP2027	Process Magenta LSMAG	Red PMS 185 LSR185	Orange PMS 021 LSO2019	Yellow PMS 109 LSY2009	Green PMS 368 LSG368	Green PMS 355 LSG2006

Shipped in bulk to our warehouse via low carbon sea freight. Plain stock can be supplied next day or personalisation is available in express lead times.

In a hurry?

We offer lanyards and essential accessories from stock and the option of UK made sublimation printed lanyards.

NEXT DAY DELIVERY:

1. 20mm Unbranded Flat Polyester Lanyards from Stock

13 Stock Colours (shown opposite) can be delivered next day
No MOQs

2. 20mm Sustainable Lanyard Options

4 sustainable material options in unbleached white available for delivery next day. Discreet print on the inside of the lanyard, next to the safety break, details the material that each lanyard is made of (as pictured).

Available in: Recycled PET, Organic Cotton, Bamboo and Plant Silk.

No MOQs

3. Pre printed Lanyards

Pre-printed for urgent requirements, supplied with metal trigger clip & black plastic safety break.

Pre-Printed VISITOR (Red).

Pre-Printed EXHIBITOR (Grey).

Pre-Printed STAFF (Black).

Pre-Printed CONTRACTOR (Blue).

BRANDED EXPRESS DELIVERY:

4. 20mm Custom Printed Flat Polyester Lanyards from Stock

13 Stock Colours (shown opposite) customised with a 1 colour logo (on 1 side only) within 5-10 working days.

No MOQs

5. 20mm Sustainable Lanyard Options

4 sustainable material options in unbleached white available customised with a 1 colour logo (on 1 side) within 5-10 working days. Discreet print on the inside of the lanyard, next to the safety break, details the material that each lanyard is made of (as pictured).

Available in: Recycled PET, Organic Cotton, Bamboo and Plant Silk.

No MOQs



BESTSELLERS

Classic solid colour lanyards with screen printed or woven logo

Our made-to-order solid colour lanyards are available in a wide range of materials and styles. Choose your material, size, colour and fittings. Custom made to your customers requirements and shipped by air or sea depending on their deadlines. All airfreight is offset Carbon Neutral

1. Flat Polyester

Our classic lanyards suitable for all end uses. Can be printed on one or both sides in up to 4 spot colours.
Available in: 10, 15, 20 and 25mm widths.
MOQ 100

2. Tubular Polyester

Narrower sizes, only in 10 and 15mm widths. Can be printed on one or both sides in up to 4 spot colours.
MOQ 100

3. Flat Weave Nylon

Silky smooth for a perfect print finish. Can be printed on one or both sides in up to 4 spot colours.
Available in: 10, 15, 20 and 25mm widths.
MOQ 100

4. Executive Woven

For a premium finish, logos can be woven into the lanyard itself.
Available in: 15, 20 and 25mm widths.
MOQ 100

ALL options shown on this page can be made using one of our Eco friendly materials such as RPET.

These examples show the scope of what's possible with screen printing.



20mm Flat Polyester lanyard with 1 colour artwork and Branded Pull Reel

20mm RPET lanyard with 1 colour print lanyard with Oval Trigger clip

15mm Flat Polyester lanyard with simple logo and dog clip

20mm lanyard with Short Release buckle

10mm Tubular lanyard with 1 colour print and standard Trigger clip

Custom made to your customer's requirements and shipped by air or sea depending on their deadlines. All airfreight is offset Carbon Neutral.

BESTSELLERS



5mm Tubular lanyard with Metal Crimp and Split Ring fitting

10mm Flat Weave Nylon with Metal Crimp and Plastic Card Grip

20mm Flat Weave Nylon with short release and standard Trigger clip

20mm Executive Woven lanyard with logo in weave and standard trigger clip

20 DAY

All custom-made items on these pages have a 15-20 working day lead time and a MOQ of 100 pieces.



Deluxe Lanyards

25mm premium-quality smooth flat weave nylon offering a high degree of customisation.
MOQ 100

Embossing: An extra detail that adds value

Our Deluxe lanyards allow the brand to emboss their logo into the PU strap for a sophisticated and subtle extra.

Embossing can also be used on the Lanyard webbing as a more subtle alternative to print.



BESTSELLERS

All over Sublimation Print lanyards in a variety of widths

Our made-to-order Sublimation printed lanyards allow the entire surface to be branded and printed to your specifications. Choose your size, colour and fittings.

Printed on both sides in full colour with excellent detail suitable for the most complicated logo or pattern. All sublimation printed lanyards use an ultra smooth polyester material including RPET options.

Dye Sublimated Lanyards

Dye Sublimation printing really allows the maximum scope for design creativity.

Any print in full colour on both sides of the lanyard.

Printed on ultra-smooth polyester or RPET material.

Compatible with our full range of fixtures and fittings.

Available in: 10, 15, 20, and 25mm widths.

MOQ 100

ALL options shown on this page can be made using one of our Eco friendly materials such as RPET.

These examples show the scope of what's possible with sublimation printing.

All custom-made items on these pages have a 15-20 working day lead time and a MOQ of 100 pieces.

20
DAY



15mm Allover Rainbow print with white logo and Whistle

15mm Plain lanyard with fine detail logo print and mini Carabiner

10mm Plain lanyard with full width logo and custom card holder clip

20mm Full colour lanyard with dog clip

10mm Single colour print lanyard with standard Trigger clip

20mm Lanyard with simple reverse logo print and Crimp metal fitting

15mm Plain lanyard with 2 colour logo print and Dog Clip fixing

Custom made to your customer's requirements and shipped by air or sea depending on their deadlines. All air freight is offset Carbon Neutral

BESTSELLERS



20mm 3 Colour lanyard with fine detail logo print and standard Trigger clip

25mm Colour matched lanyard with simple logo print and Crimp metal fitting

10mm Solid print lanyard with super fine logo print and standard Trigger clip

25mm Solid colour lanyard with colour grad detail logo and standard Trigger clip

25mm Full colour photo quality print with Crimp metal fitting

Matching Wristbands.....

Don't forget that whatever design you use on your lanyard can also be used on other products for your event or promotion.

Wristbands are the most popular choice, but also consider key rings.

MOQ 100



ECO FRIENDLY

We encourage sustainability in all our products, these are the key options...

We have offered Eco Friendly options in our lanyard range for many years. With recycled content or sustainably sourced materials. Combine with our low carbon shipping options.

SUSTAINABLE LANYARD OPTIONS

Lanyards can be manufactured in a wide range of sustainable fabric options.

UK Held Stock

We hold stock of:

- 20mm Bamboo Fibre
- 20mm Organic Cotton
- 20mm Plant Silk
- 20mm RPET

These can be delivered plain next day or customised with a single colour print in 5-10 working days
No MOQ

Made to Order

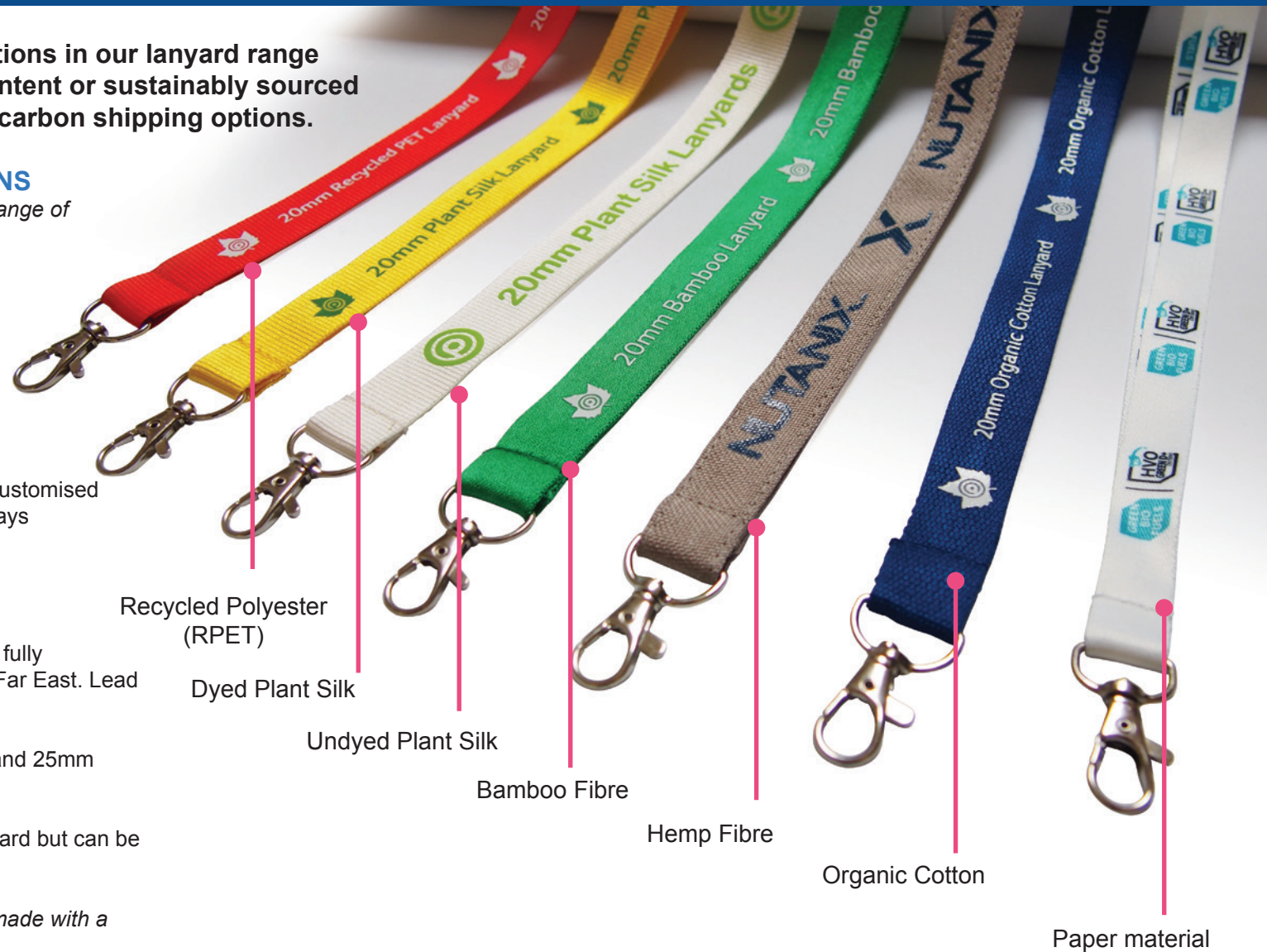
All of the options shown right are available fully customised from our main factories in the Far East. Lead times can be as low as 15 working days.

All options come in 10mm, 15mm, 20mm and 25mm widths.

All options are offered in off white as standard but can be dyed to any shade for a small surcharge.

Almost all of our Lanyard designs can be made with a Recycled RPET content.

All lanyards can be specified with our new Eco Safety Break - made with sustainable Wheat Straw plastic.



Recycled Polyester (RPET)

Dyed Plant Silk

Undyed Plant Silk

Bamboo Fibre

Hemp Fibre

Organic Cotton

Paper material

Did you know that we are only buying sustainable lanyard options for our own Stock lines going forwards?

The most ECO friendly lanyard on the market

You can now specify your lanyard order with all parts to be eco-friendly, from the safety break down to the clip. Make a more sustainable option the norm and upgrade to our sustainable components on your next order.



Sustainable Wheat Straw plastic safety break

Metal Clip
We use metal clips for their strength and durability. All can be recycled after use

Recycled Polyester (RPET)
Made from recycled plastic like drinks bottles our RPET ribbon is one of the ECO options you can choose. It's suitable to be recycled after use as well

ECO OPTIONS - The Bigger Picture. Choosing one of our Recycled or sustainable material options is always going to be the best for the environment, but it's not the whole story.

Pros and Cons of different materials

- Virgin Polyester** - Readily available, easy to use, suitable for recycling
- Virgin Nylon** - Strong, durable, can be recycled but not as widely as Polyester
- RPET** - Polyester made with Recycled plastic, less strong than virgin Polyester but fine for lanyards. Can be recycled again after use.
- Paper** - Looks like fabric; sustainable, recyclable & biodegrades.
- Organic Cotton** - Farmed without harmful pesticides or genetically modified seeds, but still uses a lot of water to grow. Still the best cotton option.
- Plant Silk** - Woven from yarns that have been derived from naturally grown sources but chemically modified to make cellulose.
- Bamboo Fibre** - Bamboo is a quick growing and self regenerating source of cellulose but still requires a lot of water to grow.

Dying & Finishing

Every extra process in fabrication uses resources and energy. Using undyed materials only removes 1 small stage from the process, but the natural look is a quick and easy way to highlight that a product is more eco friendly.

Transport and Shipping

Shipping contributes a large part to the Carbon Footprint of your product. Buying well in advance allows us to ship by sea which has the lowest carbon emissions of all freight methods.

All of our UK held stock is shipped by sea to minimise its footprint.

If goods are needed within 15-25 days they will need to be shipped by air. This has a higher Carbon Footprint - which we offset with our couriers by use of Certified Carbon offsetting programs.

Lifespan, Repurposing and Recycling

We encourage users to look at repurposing used lanyards - if not possible work with venues to ensure correct disposal in line with local recycling guidelines.

SPECIALS

Ready to roll designs that add something special to the mix...

These added value designs are always popular and give customers the chance to do something special with their logo. Choose eye catching reflective or glitter appliques or 3D printing that literally make logos stand out!

3D Print Construction Lanyards

Special finishes can really make a lanyard distinctive. These highly customisable lanyards can be made in a range of polyester colours and finished with a variety of fittings.

Available in: 10, 15, 20, and 25mm widths.

MOQ 100

Applique Lanyards

Applique lanyards give a more premium look and feel that is hard to copy. Choose from a printed or woven applique in 20 or 25mm widths. Also available in eye-catching GLITTER or REFLECTIVE options, see below.

MOQ 100

Rope Lanyards

These strong rope lanyards with woven labels offer an excellent alternative to a traditional lanyard. The rope can be colour matched to corporate colours.

MOQ 100

ALL options shown on this page can be made using one of our Eco friendly materials such as RPET.

These examples show the scope of what's possible: if you need help let us create your special lanyard.



20mm Webbing with contrast edges and 3D print with oval Trigger clip

20mm RPET Webbing with 2 colour 3D print

20mm Applique with Reflective tape overlay and 1 colour print.

20mm Applique with Glitter tape overlay and 1 colour print

25mm Applique with contrast Satin tape and 2 colour print

25mm Applique with matching Satin tape overlay and 3 colour print

25mm Applique with Sublimation print tape and Short release buckle



All custom-made items on these pages have a 15-20 working day lead time and a MOQ of 100 pieces.

20 DAY

3D Printing.....

Literally makes your logo stand out. The Hi-build print is crisp and really makes lettering or logos more visible as they stand above the surface of the lanyard.

MOQ 100



Woven labels.....

Can be added to any lanyard design for a discreet way to add a logo. Sewn in place or looped round as in our Rope lanyards.

MOQ 100



20mm Applique lanyard with 3 colour Print on standard tape

25mm Applique lanyard with Logo woven into tape overlay

15mm Applique lanyard with 2 colour print on Satin tape

8mm Multicolour Rope Lanyard with woven label and round Carabiner

5mm Plain Rope Lanyard with woven label and round Carabiner

SPECIAL FITTINGS

Lanyards with extra attitude for the customer who wants to stand out

The bulk of the lanyards we sell are simple styles with simple logos. However sometimes a customer demands more, so here are a few examples of how you can make your design special.

Accessorise

The simplest way to make a lanyard stand out is to customise it by adding accessories. Whistles are popular with sports clubs and some workplace applications, keyrings great for charities. Bottle holders or openers are great for exhibitions and outdoor events.
MOQ 100

Extensions

Adding a short or long extender with a buckle allows the wearer to remove their ID easily for doors and security checks
MOQ 100

Custom Finishes

We offer a huge range of clips and attachment methods. They come in a standard metal finish but can be painted or coated to your specification.
MOQ 100

ALL options shown on this page can be made using one of our Eco friendly materials such as RPET.

These examples show the scope of what's possible. If you need help let us create your special lanyard.



20mm Lanyards with Whistle

15mm Lanyard with free rotating Card Clip in black plastic

20mm Lanyard with matching Enamel Keyring

5mm Lanyard with Branded Plastic loop

Buckle extender with elastic holder for phone or bottle

20 DAY

All custom-made items on these pages have a 15-20 working day lead time and a MOQ of 100 pieces.



Standard Fittings:

These are the most commonly used trims used on lanyards:



ID HOLDERS:

Our range of ID holders for lanyards is second to none.

Clear PVC Wallets

Simple and functional. Perfect for a client on a budget, more suited to events and conferences.

We offer a full range of clear PVC wallets in landscape and portrait formats which can be customised with coloured headers if required.

No MOQ from UK Stock

Pull Reels

Don't forget we offer clip and carabiner pull reels if ID cards need to be kept retracted to avoid machinery.

No MOQ from UK Stock



All items on this page are available from UK stock.



UK Held Stock



On Request

Rigid holders are better suited to workplace and daily use than PVC

Stock Rigid Plastic Card Holders (UK Held Stock)

Strong, rigid card holders are ideal accessories for lanyards. Credit card size and constructed from plastic.

Available in: Clear, Black, Royal Blue, Green and Red stock colours with other colours available on request (subject to availability). No MOQ

Card Holders Options (On Request)

We offer a full range of alternative card holder options. Portrait, multi card, easy eject, slide eject etc.

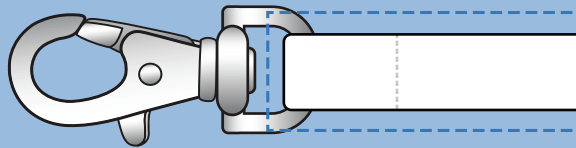
Many styles are available for next day delivery. Please contact us to discuss exact requirements. No MOQ

TEMPLATES

10 mm

UK

STANDARD

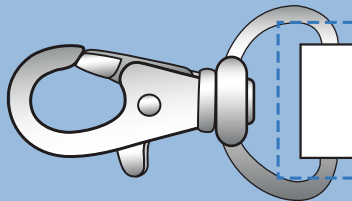


10mm STANDARD LANYARDS:

SAFE* Print Area 370 x 6mm

Full Colour prints 450 x 10m (+ 3mm bleed 456 x 16mm)

15 mm

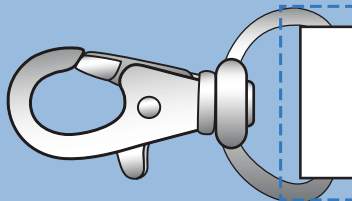


15mm STANDARD LANYARDS:

SAFE* Print Area 370 x 11mm

Full Colour prints 450 x 15m (+ 3mm bleed 456 x 21mm)

20 mm



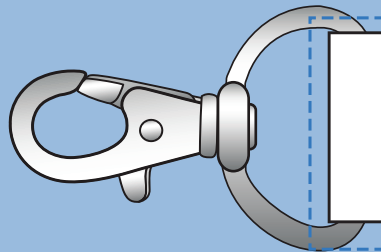
**20mm UK STOCK:
Print Area 320 x 17mm**

20mm STANDARD LANYARDS:

SAFE* Print Area 370 x 16mm

Full Colour prints 450 x 20m (+ 3mm bleed 456 x 26mm)

25 mm



25mm STANDARD LANYARDS:

SAFE* Print Area 370 x 21mm

Full Colour prints 450 x 25mm (+3mm bleed 456 x 31mm)

***SAFE Print Area is the maximum size for screen printed lanyards and is the recommended core message or logo placement area for all over prints where the print can extend to the edges of the lanyard.**

ARTWORK SIZES FOR CORE LANYARD PRODUCTS

SPECIALS

15mm SPECIAL LANYARDS:
3D PRINTED Area 390 x 11mm

APPLIQUE Design area 370 x 6mm (on 10mm applique band)

20mm SPECIAL LANYARDS:
3D PRINTED Area 390 x 16mm
APPLIQUE Design area 370 x 11mm (on 15mm applique band)

25mm SPECIAL LANYARDS:
3D PRINTED Area 390 x 21mm
APPLIQUE Design area 370 x 14mm (on 19mm applique band)

Don't forget to specify an ECO friendly safety break

Preseli Product guides are designed to be a useful tool for staff training and gaining a better understanding of ordering specific product areas. They reflect our 30 years of expertise in promotional products and will help you and your customers find the perfect product for their requirements.

If you require extra hard copies or digital versions please speak to us and we will be happy to organise those for you.



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