

# A Guide To Buying The Right Lanyards

Buying lanyards for some might seem like a simple process, but these days there are so many on offer that you might feel a little overwhelmed with so much choice!

They are one of our most popular products, so we created this guide that will help you decide which lanyard option is best for you.

Using lanyards can lower the risk of a security breach because they can be personalised with logos, text, and images. Intruders can be quickly identified simply by checking if they're not wearing a lanyard.



# What Is A Lanyard?

Lanyards are a piece of workwear that provides a form of corporate branding and security, and you'll find they are a key component across many sectors.

Whether you need to identify staff, promote an event or simply display a photographic ID card, lanyards are the way to do it. They are part and parcel of professional life these days. Total ID supplies lanyards to hospitals, schools, public sector bodies, media groups and charities.

There are three types of lanyards: Plain lanyards, pre-printed lanyards and personalised (branded) lanyards. All of them can be printed on a number of materials that we'll examine later.

Compared to access control cards and your ID card printers, choosing and ordering the right lanyards for you might seem like an easy thing to do. However, it's important to make the correct purchasing decision from the off.



# Here Are The Three Main Types Of Lanyard:

## Plain lanyards

Plain lanyards are made from 100% polyester and are completely unbranded. By that we mean they are not personalised, nor do they have a pre-printed design that makes it easy to identify visitors, contractors and staff members.

While they don't offer any form of visual security, they are designed to keep costs to a minimum and are by far the cheapest option when it comes to ordering lanyards. They are great for marking out specific working groups in settings such as schools though, which can make social distancing easier.



## **Pre-Printed Lanyards**

Pre-printed lanyards have popular generic text printed onto their surface, making them incredibly easy to issue and also to monitor usage. Popular types of pre-printed lanyards include visitor lanyards, staff lanyards, student lanyards and contractor lanyards.

If you are a healthcare trust we're one of the UK's biggest supplier of NHS lanyards too, while our rainbow and NHS Heroes lanyards are also popular products.



## **Personalised Lanyards**

We're one of the UK's leading suppliers of personalised lanyards. You can create and order high-quality customised lanyards in just a few simple steps. You get to choose the trigger clip, lanyard material and the size. Personalised lanyards can include images, graphics, logos and text.



Depending on the material used, your personalised lanyards will be printed using a Dye-Sub or Screen Print process. Screen Print is great for printing one or two colours on to a lanyard and leaves a raised finish that gives it an embossed appearance. Dye-sub is the better option if your artwork has multiple colours, and is the only process that can accommodate edge-to-edge artwork and designs.

Personalised lanyards can be specified in a range of materials.



## **RPET personalised lanyard material**

Recycled Polyethylene terephthalate (rPET) is the material we use to create all our personalised lanyards. As more businesses look for more sustainable products, using rPET as an alternative to Polyester is a huge step forward on the path toward a greener, safer and more sustainable future.

During their production, 59% less energy is used and 32% less CO2 is created. The fact they are made from recycled material helps to prevent single-use plastics from reaching our landfills, oceans and waterways.



## **Bonus: Bamboo lanyards**

Bamboo lanyards are an increasingly popular choice because of their ability to completely biodegrade. They degrade naturally over time when disposed of correctly, and don't release any toxic chemicals or residue into the atmosphere. While they offer many eco-benefits, bamboo lanyards are generally much more expensive than rPET or virgin polyester lanyards.

# Which lanyard clip should you choose?

## Metal J Clip

These are great for attaching a badge reel or key reel to the end of the lanyard and is the standard clip you'll find on our personalised lanyards. Metal J-Clips are also the lowest price option within the range.

## Lobster Clip

The metal lobster clip is available on every product in our current range and is a great option to securely hold an ID card holder in place. This is available on personalised, plain and pre-printed lanyards.

## Trigger Clip

If you require lanyards for a conference, festival or event, a trigger clip is a good choice. Why? Because the user can easily remove the pass or card using the clip. These are available only on our personalised lanyards.

## Plastic J Clip

Plastic J clips are essentially the same as the metal J clip, but can be considered a safer option. This for the user, particularly within the education sector. They are available on our personalised, plain and pre-printed lanyards.

## Card Reel

Reels are great if you're primarily using your ID card for access control. Its extending functionality makes it perfect for reaching card readers.





# Do lanyards benefit your businesses?

Lanyards are good for business. For starters, they boost your security credentials. Displaying staff ID cards clearly enables you to quickly identify who's who and instantly decrease the risk of a security breach by identifying unauthorised people.

But that's a given really, isn't it? If you choose personalised lanyards, they not only boost security but your business itself. They increase your brand's visibility and help you stand out in an ever-crowded world.

When you consider that every person your employees meet could be a potential customer, then you could even see an increase in custom.

First impressions play a big part in any business too, and a first encounter can often become a loyal, returning customer. Using a personalised lanyard will help cement that good first impression that's so important.

