

PAWPRINT



BADGES

custom

Welcome

Hello!

Welcome to our custom badge information pack!

With almost 10 years experience creating badges for our own retail and charity partners we're excited to start helping you to create your very own bespoke patches and pins for every occasion.

We hope this booklet provides you with everything you need but if you have any questions, please don't hesitate to get in touch and we'll be happy to help.

In the meantime we wish you many Happy adventures,

Charlotte & Jamie



About Us



Who We Are

We're the badge experts!
A family run business headed up by a husband and wife team.

With almost 10 years experience and great attention to detail, our fully embroidered patches and enamel pin badges are high quality, collectible and one of a kind.



What We Do

We are a retailer, wholesaler and manufacturer all in one. We support leaders, teachers and parents with 1000s of free activity ideas and collectible badges, bring the nations favourite brands to life for wholesale and help you to create bespoke products!



Why We Do It

We're on a mission of #AdventureForAll. Whether we're providing free activity ideas or creating a great-quality souvenir as a keepsake of pawesome memories, every purchase supports young people through the Pawprint Trust to enable everyday adventures.

**PAWPRINT
TRUST**

At Pawprint Family we're passionate about our mission of #AdventureForAll

That's why we donate 1% of turnover across the Family into the Pawprint Trust, helping young people to access everyday adventures through an annual grant giving scheme.

Purpose

What?

Custom badges are created, by Pawprint Family, specifically for you! As these badges will be tailored to your wants and needs, they will not be available for other customers to buy from our website, unless otherwise agreed.

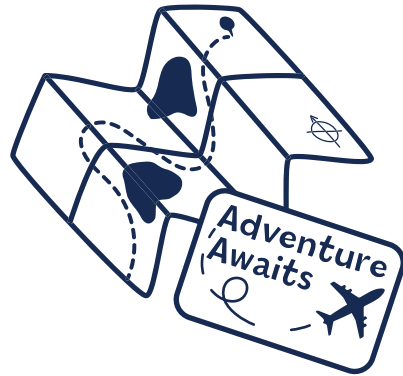
Why?

Custom badges can be created for any achievement, event or occasion as a 'keepsake/souvenir' for you or others.

Who?

Anyone can order a custom badge with Pawprint Family. From groups and individuals, to businesses and schools... Custom badges can be created for anyone, anywhere, for any purpose.

Experience adventure, make memories, create a keepsake.



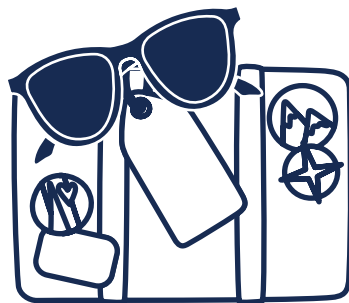
Souvenirs from museums, parks & points of interest



Awards for camps, holidays & activities



Keepsakes from events & experiences



Celebratory for holidays & anniversaries



Identification for clubs, societies & groups



Educational rewards & achievements

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Process

We can offer both embroidered and woven badges.

The next page contains a comparison table showing the differences between both manufacturing processes.

Embroidered vs. Woven

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Embroidered

Embroidered badges are created by stitching the design on top of a base fabric to create a greater level of depth and texture within the badge, and to give a more 3D finish.

Embroidered badges are created with a sewing machine.



Woven

Woven badges are flat to touch and have no raised thread, giving a more 2D finish. The design is created as the fabric of the badge is woven with threads crossing over and under each other. Woven badges are created on a loom and do not offer any texture.



Process

The table on the right shows the difference in detail, text size and finish between embroidered badges and woven badges.

Embroidered vs. Woven

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	Embroidered	Woven
Text	Size limit Capital letters only	Smaller text Lowercase possible
Level of detail	Texture stitching possible Detail can be limited	Allows for finer, more intricate details in design
Finish	3D finish through directional stitching	Flatter, 2D finish with no raised threads
Colours	9 colours as standard	8 colours as standard
Edging	Merrow edging for simple shapes, heat cut edging for non-standard shapes	Merrow edging for simple shapes, heat cut edging for non-standard shapes
Uses	Typically used for a higher quality and bigger designs	Typically used for smaller badges with finer details

Process

We can offer both embroidered and woven badges.

The badges on the right are examples of woven badges.

Woven Examples

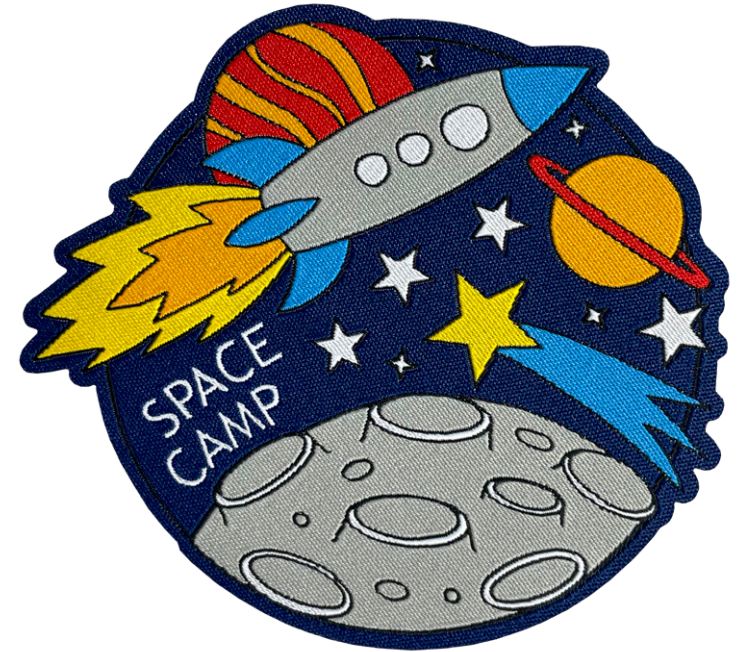
Below are some examples of woven badges.

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Woven
Merrow Edge
8 colours
Standard Shape



Woven
Heat Cut Edge
8 colours
Unique Design



Woven
Heat Cut Edge
8 colours

Quality

We can offer both embroidered and woven badges.

The badges on the right are examples of embroidered badges.

Pawprint Badges are the best quality with 100% embroidery.

Badges can be created using a range of embroidery coverage, edging types, stitched textures and colours.

The quality of the badge is much higher when created at 100% as it offers more detail, texture and opportunity for creativity.

Embroidery Examples

Below are some examples of badges manufactured with up to 75% embroidery, 100% embroidery and directional stitching.

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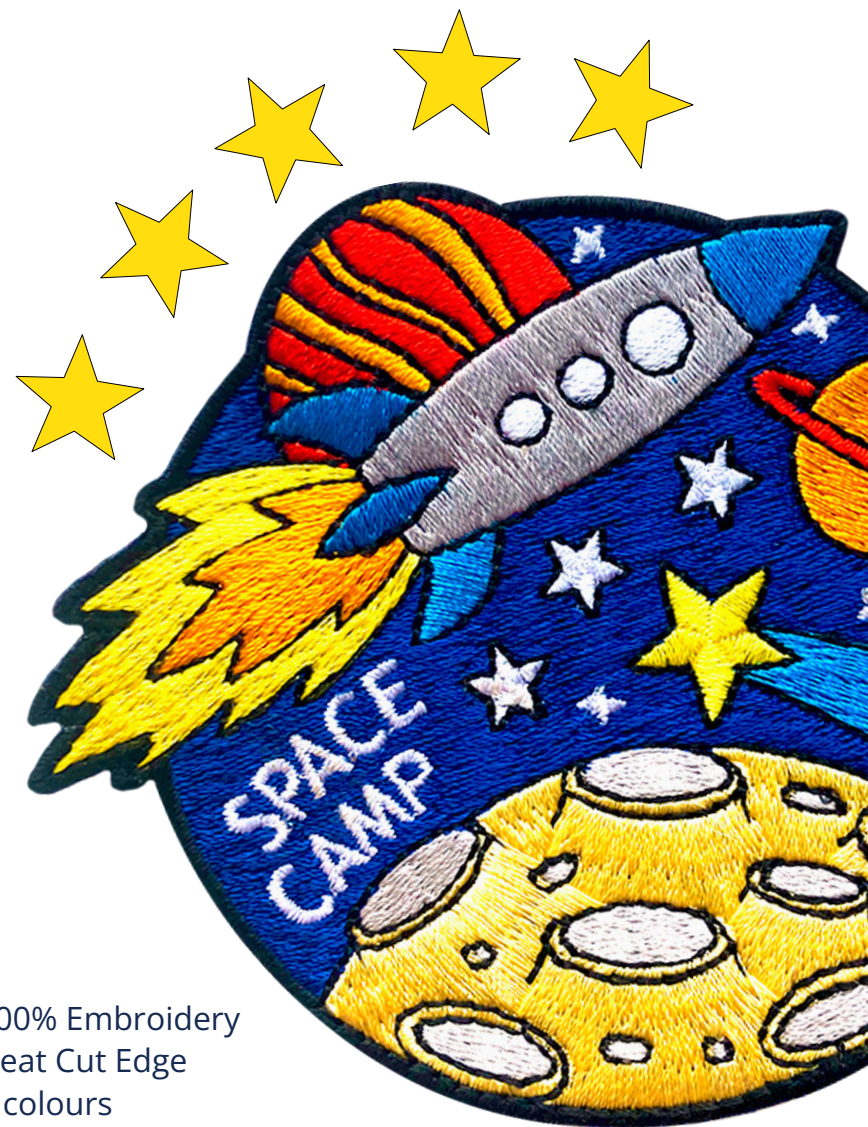
Up to 75% Embroidery
Heat Cut Edge
Navy Twill
9 colours
Unique Shape



Up to 100% Embroidery
Heat Cut Edge
Navy Twill
9 colours
Unique Shape

Up to 75% embroidery: the majority of the badge is covered but approximately 25% of the badge is twill.

Up to 100% embroidery: the majority or all of the badge has been embroidered.



100% Embroidery
Heat Cut Edge
9 colours
Directional Stitching
Unique Shape

Edging

There are two common types of edging used on badges.

Merrow edged badges have over-locked stitching around the edge. This edging can only be used on simple shapes such as a circle or square.

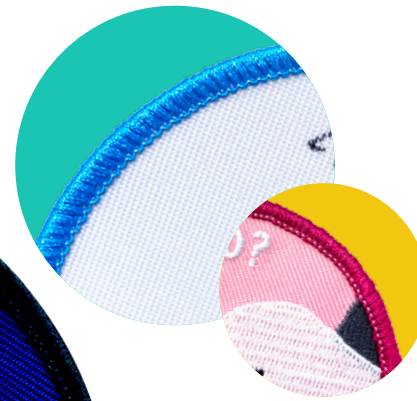
Heat cut edging allows for badges to be creative shapes. All of our Pawprint Badges are heat cut to unique shapes and original designs.

Both edging styles are the same price, however our preference is always to use a heat cut edge for a more original design.

Merrow Edging



Simple shapes only



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Heat Cut Edging



Creative shapes

You can also have cut out sections!



Colours

These colours are the most popular colours used on Pawprint Badges. There are over 300 thread colours to choose from but we will always choose the most appropriate thread colour for your badge.

The vibrancy of the thread colours may vary slightly when stitched, in comparison to the images you see on your screen, due to screen resolution and brightness.

Metallic, florescent and glow in the dark threads are available but will be charged at a higher price. For these stitching options, please contact us for a quote.

Each **embroidered** custom badge can include up to 9 colours, and each **woven** custom badge can include up to 8! Any additional colours over this amount will be an extra 5p each.

Embroidery Thread



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See examples of coloured stitching used here in our Theme Park badge!

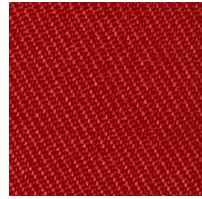


Colours

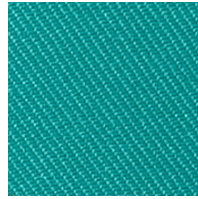
Twill is the most common backing option used when the badge is not 100% embroidered. See example twill colours on the right.

Other backing options, such as felt and velvet, are available. Felt can be used for very large backing areas to give more stability, but we will only use this backing if we feel the badge design will benefit from this option.

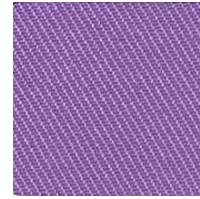
Twill Colours



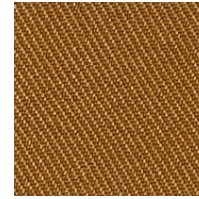
Red



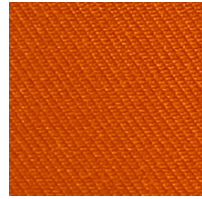
Teal



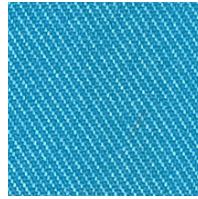
Light Purple



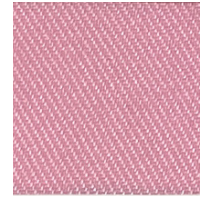
Mid Brown



Orange



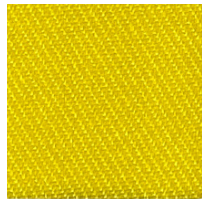
Light Blue



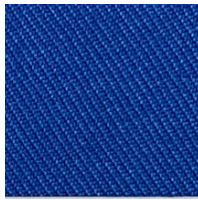
Light Pink



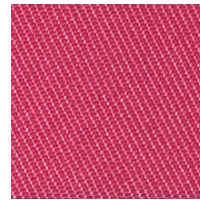
Dark Brown



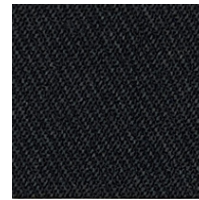
Yellow



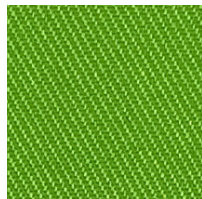
Mid Blue



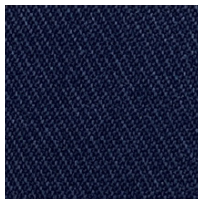
Dark Pink



Black



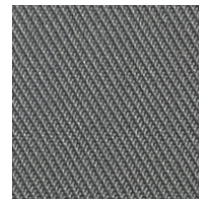
Light Green



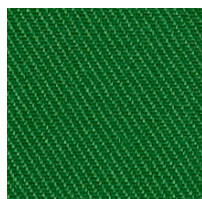
Navy



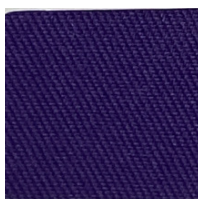
Cream



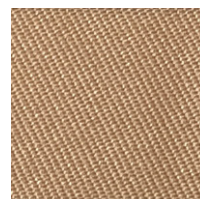
Grey



Dark Green



Dark Purple



Light Brown



White

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We used light pink twill on this custom badge!



Textures

At Pawprint Family we use a variety of texture stitches on our embroidered badges to add depth and detail. The most basic textures are fill stitch and directional stitching.

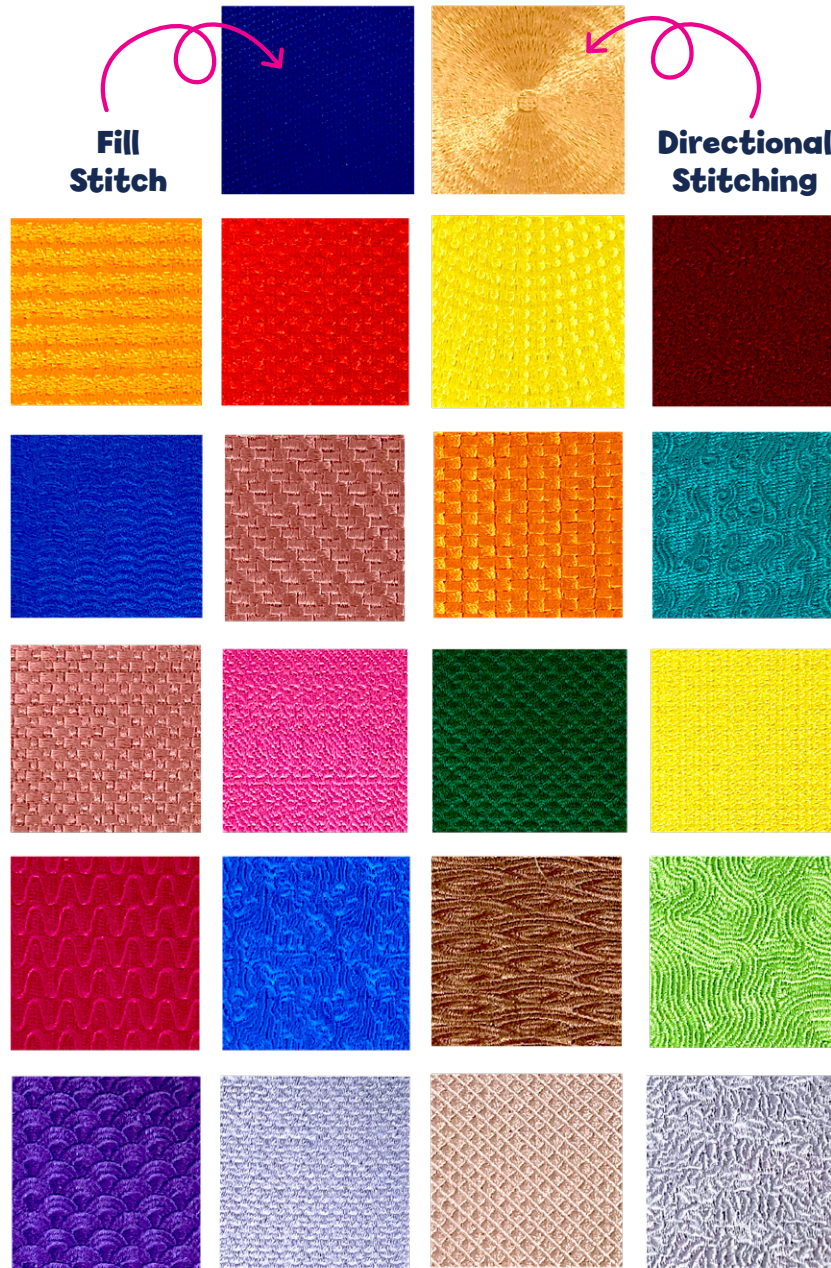
Fill stitch is used to fill large areas of the badge (usually background areas).

Directional stitching is when the thread is used in a specific direction to create shape and texture. (e.g. fur effect).

Texture stitching adds more detail and realism (e.g. wood effect). See texture squares on the right for examples.

We will choose the most appropriate for your badge. However, if there's a specific texture you can't see, feel free to get in touch.

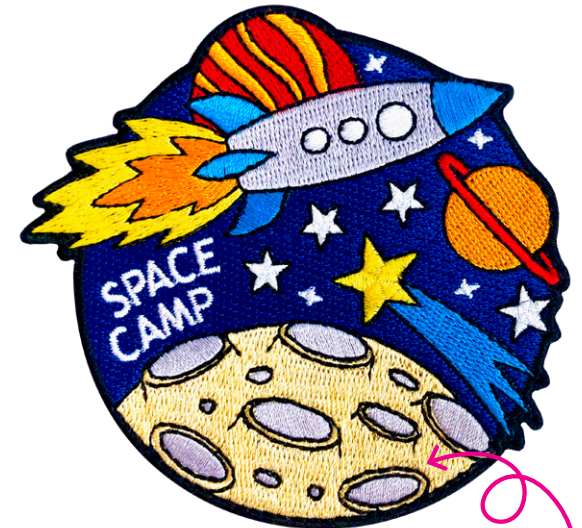
Basic
Textures



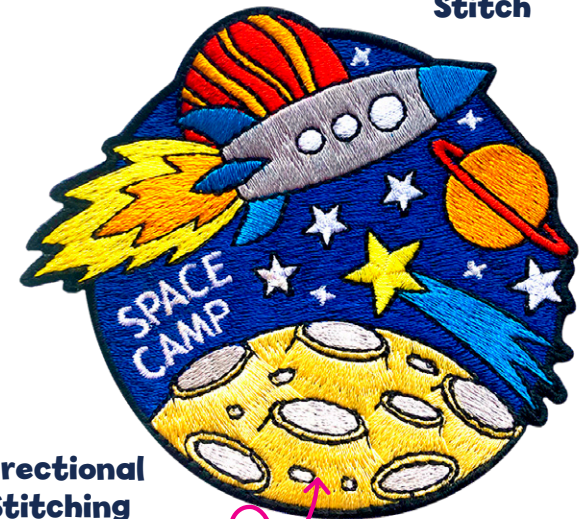
Complex
Textures

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Fill
Stitch



Directional
Stitching

Artwork

We have devised an 'accuracy scale' to represent how close your final badge will be to your initial request.

In order to create your custom badge, we will use any files that you send to us. These may include artwork you may have created, Adobe Illustrator files (if relevant), photographs for reference and any written notes detailing illustrations to be included.

We will always send your badge artwork over to you for approval before your badge is manufactured.

We will never use clip art in our designs so that you are guaranteed to get an original design.

Badge Design Accuracy

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1 Paw



2 Paws



3 Paws



4 Paws

You design it!

You want your badge to be exactly the same as your artwork. No adjustments will be made unless necessary for manufacturing.

Customer artwork



Final artwork by Pawprint



Final badge



You design it with our help!

Your badge will be very close to any artwork you send to us with regards to illustrations, photographs, and text placement. We may make slight design adjustments.

Customer artwork



Final artwork by Pawprint



Final badge



We design it with your help!

Pawprint Family will create a design based around components you have requested, illustrated or photographed for use within your badge design.

We design it!

You are happy for Pawprint Family to design your entire badge, bearing in mind any design requests that you send to us.

Customer brief

"I would like a circus badge. A variation on your own circus badge (size and design) would be amazing with 1st Malpas Circus Camp 2022 on it."

Final artwork by Pawprint



Final badge



Backing

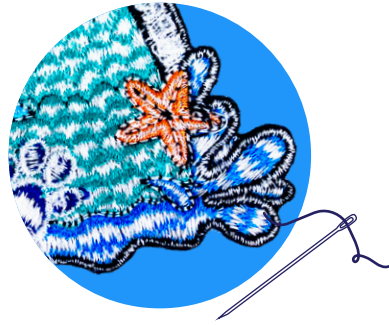
Our Pawprint Badges are all sew-on badges with no backing attached. However, there are a few options you can choose from for your custom badge: sew-on, iron-on, hook only backing, hook and loop, and self-adhesive.

There is no extra cost for sew-on badges. Other backing choices will incur extra costs.

Badge Backing

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Sew-on

Your badge on its own with no backing attached, ready to sew on straight away! Suitable for clothes, blankets, or any kind of material.



Iron-on

Iron-on adhesive is added to the back of your badge so that you can iron it onto any garment or material of your choice.



Hook only

Hook only backing is attached to the back of your badge so that you can apply it wherever you have existing loop backing.



Hook and Loop

Your badge will be supplied with both hook and a loop backing. One side will be attached to the reverse of the badge, and the other will be removable for you to place wherever you like.



Self-adhesive

Self-adhesive (self-sticking) will be attached to the back of your badge so that you can peel off the protective sheet and stick away! Not suitable for fabric.

Backing

We are able to supply custom badges presented on backing cards with or without euroslots and barcode areas for retail.

Each badge will be glue dotted to the backing card. The size of your backing card will depend on the size and shape of your custom badge. Your backing card will be printed onto FSC approved card.

Artwork for your backing card will be designed to complement your custom badge, unless you provide us with specific backing card artwork or illustrations.

Please contact us for a cost per backing card quote.

Backing Cards

Backing Card Examples



Backing Artwork

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Badge glue dotted to centre



This backing card was created with the customer's digital assets. We are able to create your backing card with your own assets or to your design.

Pricing

Use the pricing table opposite to get an estimate quote for an **embroidered custom badge**. The prices shown are for sew-on badges only.

These prices are base prices and do not include costs for backing, backing cards and additional colours.

Glow in the dark and metallic threads are also not included in this price and will be costed based on the badge design.

Your fixed quote will remain valid for 30 days. If you're still unsure, feel free to contact us.

Embroidered Badge Prices



Work out the size of your badge here!

$$\boxed{\text{Width}} + \boxed{\text{Height}} = \boxed{} \div 2 = \boxed{\text{Size}}$$

Size	Size	Coverage	Quantity										
			10	25	50	75	100	150	200	250	300	400	500
Up to 50mm / 2.0 inch	50	Up to 75%	£ 7.07	£ 3.29	£ 1.93	£ 1.33	£ 1.03	£ 0.94	£ 0.73	£ 0.60	£ 0.54	£ 0.44	£ 0.39
	50	100%	£ 8.13	£ 3.78	£ 2.22	£ 1.52	£ 1.17	£ 1.07	£ 0.83	£ 0.68	£ 0.62	£ 0.50	£ 0.44
Up to 63mm / 2.5 inch	63	Up to 75%	£ 7.70	£ 3.58	£ 1.98	£ 1.42	£ 1.15	£ 1.06	£ 0.84	£ 0.71	£ 0.63	£ 0.49	£ 0.43
	63	100%	£ 8.86	£ 4.12	£ 2.28	£ 1.63	£ 1.31	£ 1.21	£ 0.96	£ 0.81	£ 0.72	£ 0.56	£ 0.49
Up to 75mm / 3.0 inch	75	Up to 75%	£ 8.41	£ 3.91	£ 2.04	£ 1.56	£ 1.32	£ 1.22	£ 0.97	£ 0.82	£ 0.73	£ 0.58	£ 0.52
	75	100%	£ 9.68	£ 4.50	£ 2.35	£ 1.78	£ 1.50	£ 1.39	£ 1.11	£ 0.93	£ 0.83	£ 0.66	£ 0.59
Up to 88mm / 3.5 inch	88	Up to 75%	£ 8.88	£ 4.13	£ 2.48	£ 1.79	£ 1.45	£ 1.33	£ 1.04	£ 0.87	£ 0.80	£ 0.67	£ 0.62
	88	100%	£ 10.21	£ 4.75	£ 2.85	£ 2.05	£ 1.65	£ 1.52	£ 1.19	£ 0.99	£ 0.91	£ 0.76	£ 0.71
Up to 100mm / 4.0 inch	100	Up to 75%	£ 9.44	£ 4.39	£ 2.75	£ 2.03	£ 1.67	£ 1.57	£ 1.33	£ 1.19	£ 1.09	£ 0.93	£ 0.86
	100	100%	£ 10.86	£ 5.05	£ 3.16	£ 2.32	£ 1.90	£ 1.79	£ 1.52	£ 1.36	£ 1.24	£ 1.06	£ 0.98
Up to 113mm / 4.5 inch	113	Up to 75%	£ 10.41	£ 4.84	£ 3.03	£ 2.29	£ 1.92	£ 1.83	£ 1.61	£ 1.48	£ 1.33	£ 1.08	£ 0.97
	113	100%	£ 11.98	£ 5.57	£ 3.48	£ 2.62	£ 2.19	£ 2.09	£ 1.84	£ 1.69	£ 1.52	£ 1.23	£ 1.11
Up to 125mm / 5.0 inch	125	Up to 75%	£ 11.40	£ 5.30	£ 3.32	£ 2.56	£ 2.19	£ 2.08	£ 1.82	£ 1.66	£ 1.50	£ 1.25	£ 1.14
	125	100%	£ 12.92	£ 6.01	£ 3.78	£ 2.92	£ 2.50	£ 2.37	£ 2.07	£ 1.89	£ 1.71	£ 1.43	£ 1.30

Prices valid from 20th December 2022. Please obtain a quote on our website for latest prices.

Please note, the total cost of ordering less than 10 badges is the same as ordering 10. Also, if your badge design require coverage above 75%, you will be charged the price for 100% coverage.

Pricing

Use the pricing table opposite to get an estimate quote for an **woven custom badge**. The prices shown are for sew-on badges only.

These prices are base prices and do not include costs for backing, backing cards and additional colours.

Glow in the dark and metallic threads are also not included in this price and will be costed based on the badge design.

Your fixed quote will remain valid for 30 days. If you're still unsure, feel free to contact us.

Woven Badge Prices

Work out the size of your badge here!

$$\begin{array}{c} \text{Width} \\ \square \end{array} + \begin{array}{c} \text{Height} \\ \square \end{array} = \square \div 2 = \begin{array}{c} \text{Size} \\ \square \end{array}$$

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Size (mm)	Quantity												
	10	25	50	75	100	150	200	250	300	400	500	750	1000
50	7.93	3.69	2.16	1.48	1.14	1.02	0.79	0.65	0.56	0.48	0.42	0.32	0.25
63	8.64	4.02	2.22	1.59	1.28	1.15	0.91	0.77	0.65	0.53	0.47	0.39	0.31
75	9.44	4.39	2.29	1.74	1.46	1.32	1.05	0.88	0.75	0.63	0.56	0.49	0.40
88	9.95	4.63	2.78	2.00	1.61	1.44	1.13	0.94	0.82	0.72	0.67	0.58	0.47
100	10.59	4.92	3.08	2.26	1.85	1.70	1.44	1.29	1.12	1.01	0.93	0.75	0.58
113	11.68	5.43	3.39	2.55	2.14	1.99	1.75	1.61	1.37	1.17	1.05	0.87	0.70
125	12.60	5.86	3.69	2.85	2.44	2.25	1.97	1.80	1.54	1.36	1.24	0.98	0.78

Prices valid from 20th December 2022. Please obtain a quote on our website for latest prices.

Please note, the total cost of ordering less than 10 badges is the same as ordering 10.

Pricing

Pricing for optional extras are detailed to the right.

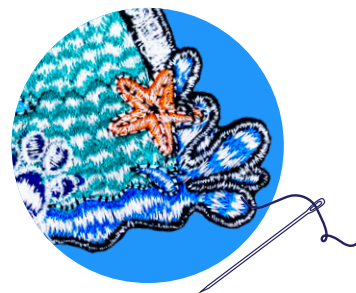
Each embroidered custom badge will include up to 9 colours and each woven custom badge will include up to 8 colours. Additional colours will be an extra 5p each.

We will give you a bespoke quote for backing cards if this is an option you would like.

Optional Extras

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Sew-on



Iron-on



Hook only

Backing:	Iron On	Self Adhesive	Hook only	Hook & Loop
Up to 63mm/2.5 inch	£ 0.03	£ 0.08	£ 0.12	£ 0.16
Up to 88mm/3.5inch	£ 0.06	£ 0.10	£ 0.16	£ 0.21
Up to 113mm/4.5inch	£ 0.09	£ 0.12	£ 0.20	£ 0.26
Up to 125mm/5inch	£ 0.12	£ 0.14	£ 0.24	£ 0.31



Hook and Loop



Self-adhesive

Quotes

Now that you've read all of the information you need to consider when ordering a custom badge, follow these steps to create a quote estimate.

This template can be used as a custom badge overview for your order to ensure you include all of the correct details.

We will aim to match or beat any comparative quotes you find elsewhere with other providers.

Need to order for a specific event date? Let us know and we'll try our best to get your badges to you on time!

A minimum payment of £50 plus VAT must be made before artwork can start.

The Process

The expected time frame, from artwork approval and receipt of payment to receiving your badges, is approximately 4 weeks. Please note, this time frame may change, and you will be made aware of any changes or delays if they do occur for any reason.

Quote Calculator

Size	<input type="text"/>	Edging	<input type="text"/>
Embroidered or Woven?	<input type="text"/>	Quantity	<input type="text"/>
Coverage (for embroidered badges only)	<input type="text"/> %	Price from Pricing Grid	<input type="text"/> £ Per badge

Optional Extras

Contact us for separate quotes for backing cards and additional thread choices.

Cost of additional colours	<input type="text"/> £	Backing cost	<input type="text"/> £
	+5p per extra colour		

Base price	Additional colours	Backing	Cost per badge
<input type="text"/> £	+ <input type="text"/> £	+ <input type="text"/> £	= <input type="text"/> £

Cost per badge	Quantity	Total Cost	Postage and Packaging is free!
<input type="text"/> £	x <input type="text"/>	= <input type="text"/> £	

1% of your order will go to the Pawprint Trust!

All Terms and Conditions apply. See the website for details.

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Step 1

You will create your quote estimate using all of the information in this pack and the quote calculator on the left.

Step 2

Contact us using the custom form at pawprintfamily.com/custom-badges or via email with all of your details, including any images or designs, to confirm your quote and place your order.

Step 3

On receipt of payment, your custom badge artwork will be sent to you within 5 working days for approval. Once approved, this will be sent to the factory.

Step 4

Your badges have now returned from the factory and will be delivered to your delivery address.

FAQs

Here are some commonly asked questions about our Custom Badge offer.

Still can't find the answer to your question? Head to our website to see more FAQs about custom badges.

Frequently Asked Questions

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Where are the custom badges made?

All of our badges are made in China by a family business, not dissimilar to ourselves.

Their factory and facilities meet with internationally recognised SMETA audit and the materials used are of OEKO-Tex Standard 100 (the label for sustainable produced textiles).

Can I have a Pawprint badge that's been discontinued/was limited edition?

All of our limited edition badges are only sold for a set amount of time and so will not be available to purchase again. Any discontinued stock will not return to our available stock.

How long until I get my custom badge(s)?

The expected time frame, from artwork approval and receipt of payment, to receiving your badges, is approximately 4 weeks.

Can I make changes once I have received my artwork?

You are able to make comments and amendments to your artwork once. Any extra changes after this will incur an additional £50 plus VAT artwork fee.

Do I have to pay upfront?

You will need to pay either a £50 plus VAT artwork fee (deposit) or the full payment once you have approved your quote. Any balance will be payable once you have confirmed your artwork, prior to production. Any artwork fee will be deducted from your order total.

I'm part of Scouting and Guiding, can I still order a custom badge?

Of course! Anyone can order a custom badge with Pawprint Family. From groups and individuals, to businesses and schools... Custom badges can be created for anyone, anywhere, for any purpose.

Is there a minimum or maximum order quantity?

You are able to order as many badges as you like! Orders for less than 10 badges will be the same price as ordering 10 badges. There is no maximum order quantity, however for quantities over 2000 please get in touch.

How big can the writing/text be on my custom badge?

Text on an embroidered badge should be a minimum of 6mm and all capital letters. There is no text size limit for woven badges.

What is the maximum badge size?

There isn't one! If your estimated badge size is not shown on the pricing grid, please let us know.

Can I make a copy of someone else's badge or use another company's images? For example, Disney characters.

Unfortunately not. Unless you hold the relevant license to use another company's images, all artwork you supply to us should have been created by and belong to you.

I've already had my badges made elsewhere. Can you give me a quote?

We can happily provide a quote and produce a design previously made by another supplier, provided you own the rights to the design.