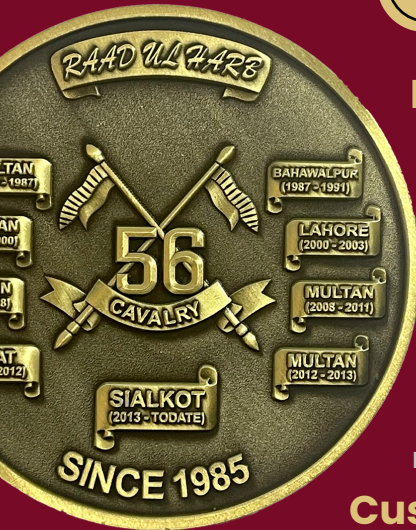


# Case Study Insights

Why Challenge Coins



## Powerful Symbols Enhancing Brand Loyalty

Because of their personal nature and wide appeal, Challenge Coins are a sought after promotional product across a large and diversified user base. With their high perceived value and solid composition, they can be carried in a pocket, used as a paperweight or displayed on an easel.

## Collectable Keepsakes Highly Cherished

Challenge Coins are created and distributed at concerts, rodeos, fraternities, for product launches and in secret organizations to name a few. Recipients often relate to the token in a very personal and memorable way marking special events and experiences in their lives.

## Customizable, Durable & Affordable

Highly customized through color fill, plating as well as 3D designs our Challenge Coins fill the space between currency and a memento. Made of Brass, Iron or Zinc you can explore various price points and sizes. They last for as long as they are kept, are extremely durable and maintain their look & function much longer than most other promotional items.

## Connecting Brand With Ceremony

Because Challenge Coins are often given out to mark a special event, milestone or award, their meaning to the receipt is often much deeper than with other items. This usually ensures their longevity and reinforces the brand & source from which it was received. In a sense they often become priceless to its owner.

*Challenge Coins are used worldwide in professional, civic, public, private & military organizations as a powerful symbol of membership, achievement or award. They promote loyalty to an organization, create strong bonds among those who possess them and celebrate individuals when reaching noteworthy milestones. They are a cherished symbol used to honor and pay tribute to public & military individuals that go beyond the call of duty and serve their community and country in notable ways.*

Never ordered Coins from BEN-LINE? *Let us know what YOU need to change that!*

**At BEN-LINE, we accept your Challenge. Let us impress you.**

Have a question? Need a Quote? [Click here!](#)