

Case Study Insights

Why **USA** made Lapel Pins



The USA Advantage

You may think USA Pins are all about high costs and slow lead times, but that's not true. Selling USA made products that compete, are quality made and can be delivered in smaller quantities with faster lead times compared to China is an important niche. The key is to work with experts that can take your art and show you the right solution quickly & affordably when time is of the essence. With hundreds of solutions and price points, don't count USA made pins & BEN-LINE out!

Functional Jewelry

In their purest form, Lapel Pins are jewelry. Gold and silver finishes with gem insets, they exude quality in a small package. Politicians, corporate executives, the girl scouts, sports clubs, hotels, et al. From real gold to brass and now in 3D enamel printed Acrylic the options are exponential. People wear their lapel pins with pride.

Highly Customizable and Colorful

Highly customized through color fill, plating, 4 CP graphics and other manufacturing techniques, Lapel Pins can simplify and elevate your Brand through clever design and packaging. Pins can be tied in with coupon cards, QR code promotions or simply as thank you gifts. They last for as long as they are kept, are durable and maintain their look longer than most other promotional items.

Elevating Your Brand

Lapel Pins can be playful as well as sophisticated. Through expert design guidance they can serve to elevate your brand and message. Given to mark achievement, membership, loyalty, they are a strong tool used to strengthen a bond between an individual and the organization it represents.

Lapel Pins, ornamental in nature, have become so much more. From collectables to official symbols of Government, they are used to denote patriotism, group membership, retail memorabilia, gift with purchase and so much more. Lapel Pins are used by almost all companies and organizations worldwide. Low unit cost along with low shipping costs, they are a valuable part of almost all brand development campaigns. You can't go wrong with adding them to your product mix. Let us help you understand the USA vs Import options.

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

Let Us Partner with & Teach You the USA Advantage.

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