



whitepapers
by Beacon®

Name Badges

SIMPLE AS 1-2-3



Name Badges are an important part of any industry. They are a small investment that can turn a simple hello into a final sale.

We want you and your staff to look your best and we have badge styles to match any need. Choose from many different materials, sizes and options. Feel free to customize the badge to fit your specifications. Name Badges speak to your customers and we take pride in matching just the right look for your industry need.

We realize there are many options for your Name Badge needs. Let us make it easy for you with our premier Badge Warehouse program. Order once and enjoy our hassle-free delivery system. Badge Warehouse allows you to order more badges than you need when you place the initial order and release them as you need them.

What is Badge Warehouse?

Answer: Badge Warehouse allows you to order extra badges for future needs and take advantage of quantity discounts. We will store the extras and create an online account for you where you can order the remaining badges as you need them - as little as one at a time! Badge Warehouse is a completely secure and easy-to-use online release program. You can check inventory levels, submit names for badge release, track shipment status, and download usage reports.

Is there a fastener on my badge?

Answer: A Jeweler's Pin is included in the cost of your badge. We also offer a Magnet, Military Clutch and Bulldog Clip - extra charges will apply.

What is doming?

Answer: Doming is a polyurethane coating that covers the entire badge and dries hard. It will protect the surface of your badge from scratches or marks. Allow 2 extra days for delivery when choosing a dome.

What if I need a special size?

Answer: No problem. We can make your badge whatever size you need. Custom pricing is in the catalog and on the website.

How will I see what my badges will look like?

Answer: We will email you a FREE proof, showing the shortest and longest names on your list. Production time will begin once the proof is approved.

WHO USES NAME BADGES?



Beacon is your solution to providing top-quality, affordable name badges. Your staff represents your business to the public. An eye-catching name badge will be noticed and create a professional image to your customers and clients.

Name badges are used in businesses and organizations for many reasons.

1. Security

Many organizations like hospitals and schools use name badges for added security. Most states require it in several industries. Put your customers or students mind at ease by making staff easily identifiable.

2. Employee Recognition

Name badges will present a professional look for all your employees and encourages interaction with them from your customers.

3. Brand Recognition

Having name badges with your brand logo and colors will keep your company name in sight. An attractive badge will give your employees a sense of pride and professionalism, helping them feel part of the team.

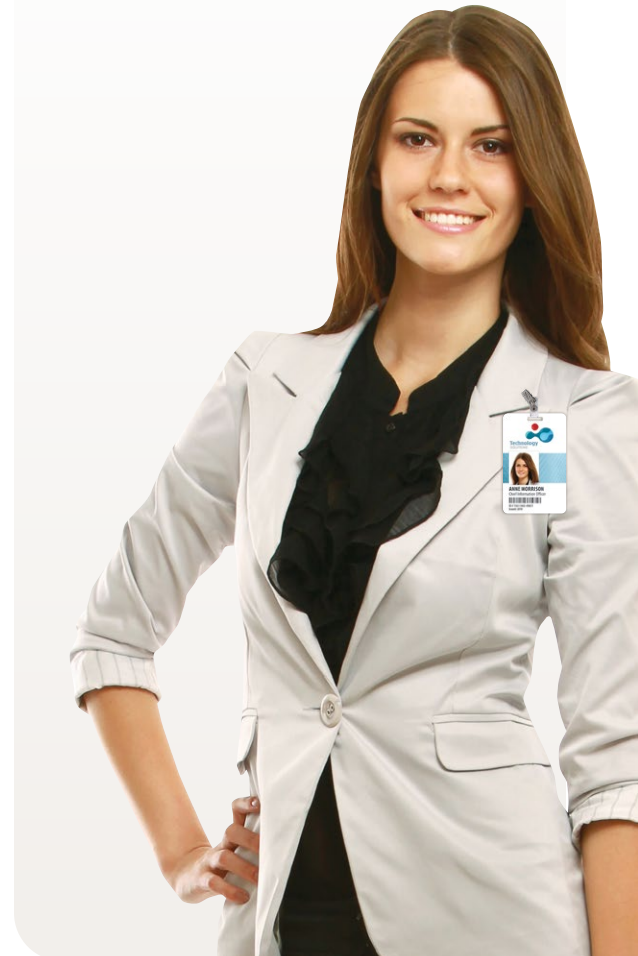
4. Customer Interaction

Name badges will make it easy for your customers to approach your staff on a more personal level. Employees will feel more accountable for the service they provide knowing customers are more likely to give feedback when they know an employee's name.

Name badges are an important part of many industries and help your company boost visibility. Whether it is a professional badge for your sales staff or badges that are an extension of your company uniforms, Beacon Name Badges can help you find the perfect fit.

Who uses Name Badges?

Answer: Hospitals, Pharmacies, Nursing Homes, Hospitality, Resorts, Amusement Parks, Schools, Financial Institutes, Insurance Agents, Realtors, Retail Stores, Conventions and much more!



MATERIAL/STYLES



Plastic

Plastic name badges are vibrant, lightweight and will last a long time. Personalization can be either engraved or printed. Engraved styles are made of 2-ply plastic where your logo is printed then personalized by engraving. The top surface color is cut through by rotary or laser engraving to show the second layer of plastic. Printed styles print both the logo and personalization allowing for any look you desire. These badges are available in almost unlimited choice of colors, sizes and shapes.

Metal

Metal badges will be worn with pride as they offer a look of class and professionalism. Quality finished brass or aluminum is cut to the needed size. The logo will be printed in full color and completed by adding personalization – either printed or engraved. All metal badges have rounded corners.

Laminated

Laminated plastic badges allow for a vivid, full color design and are protected by lamination to make them long-lasting and durable. At a thickness of a credit card they are the perfect solution for special events, seminars, trade shows, photo ID's, or a traditional name badge. Second side printing and variable barcoding are available.

Reusable

Reusable name badges are ideal for industries that have a seasonal workforce or a high temporary staff. Our badges are attractive, cost effective and functional and can be personalized on the spot.

