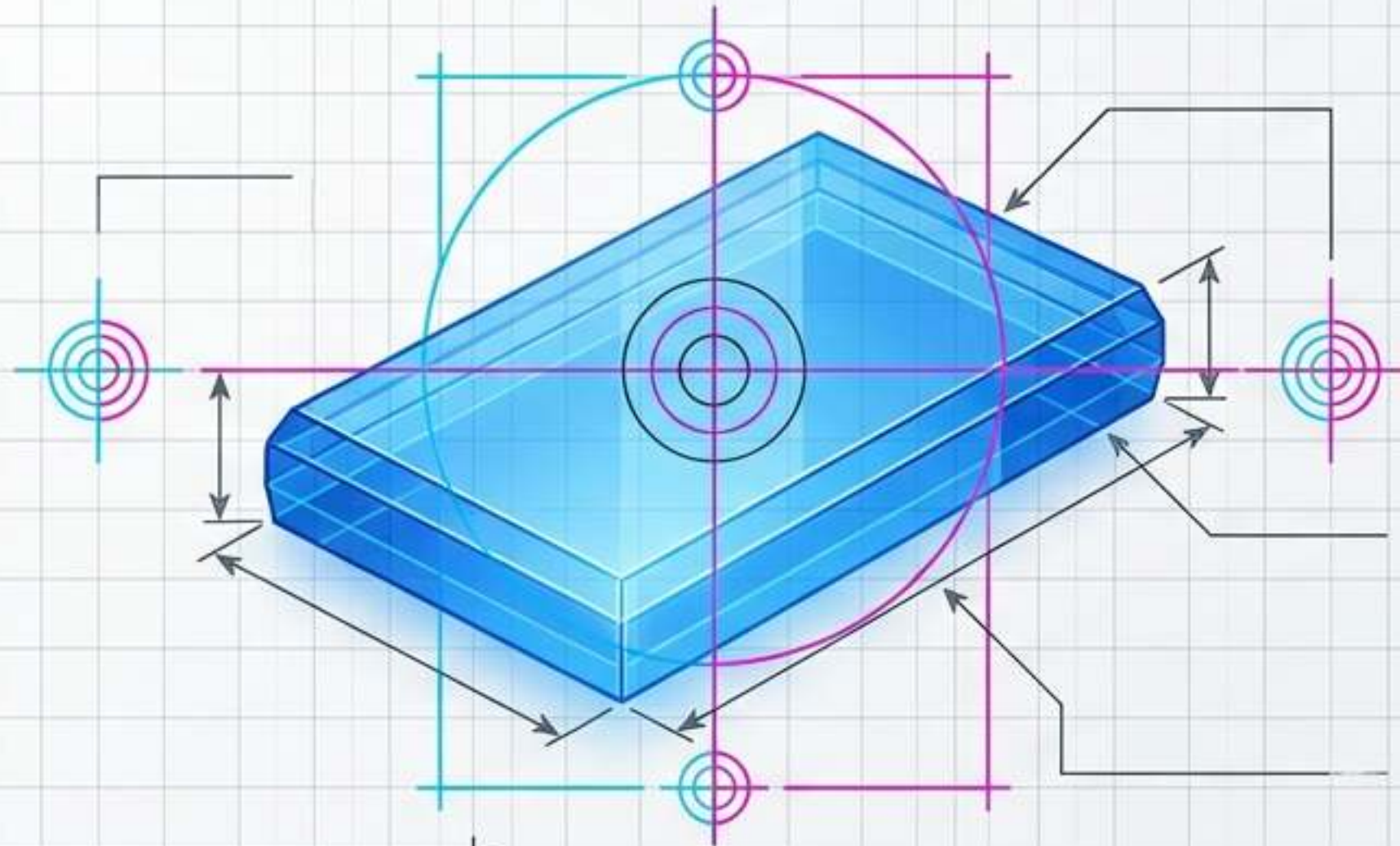
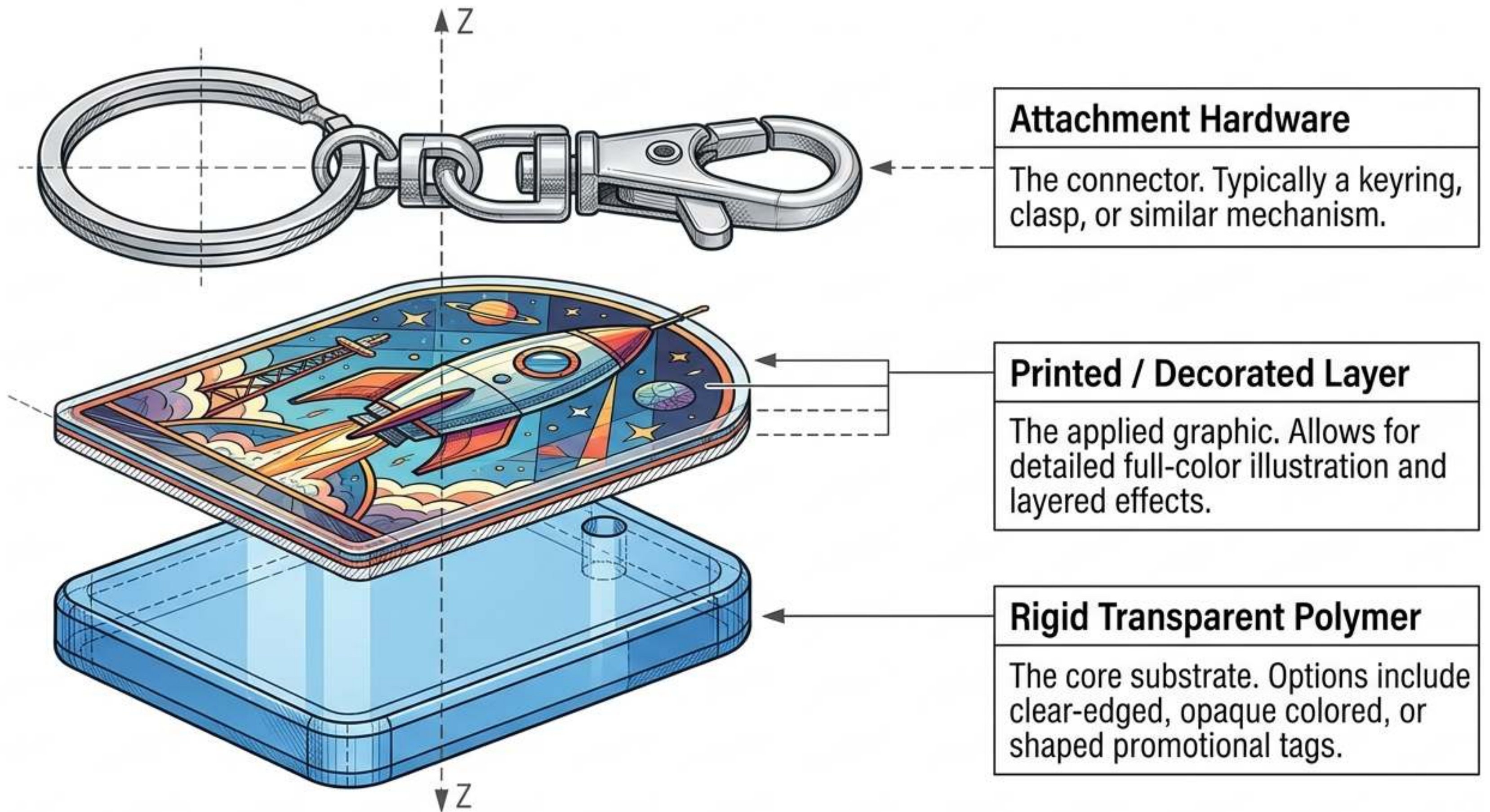


Custom Acrylic Keychains: The Production Specbook

A technical procurement guide for translating design intent into manufactured reality.



DOC-REF: BUYER_BRIEF //
VISUAL_COMMUNICATION_STANDARD



Final technical and commercial commitments require quotation, artwork, and material review™

Material Alternative Matrix: Confirming the Acrylic Route



Acrylic (The Standard)

Features:
Detailed full-color illustration, unusual cut shapes, lightweight clear presentation.



Enamel Metal

Alternative for:
Heavy metallic feel, recessed color areas, metal base construction.



Rubber

Alternative for:
Soft, flexible construction, molded relief.

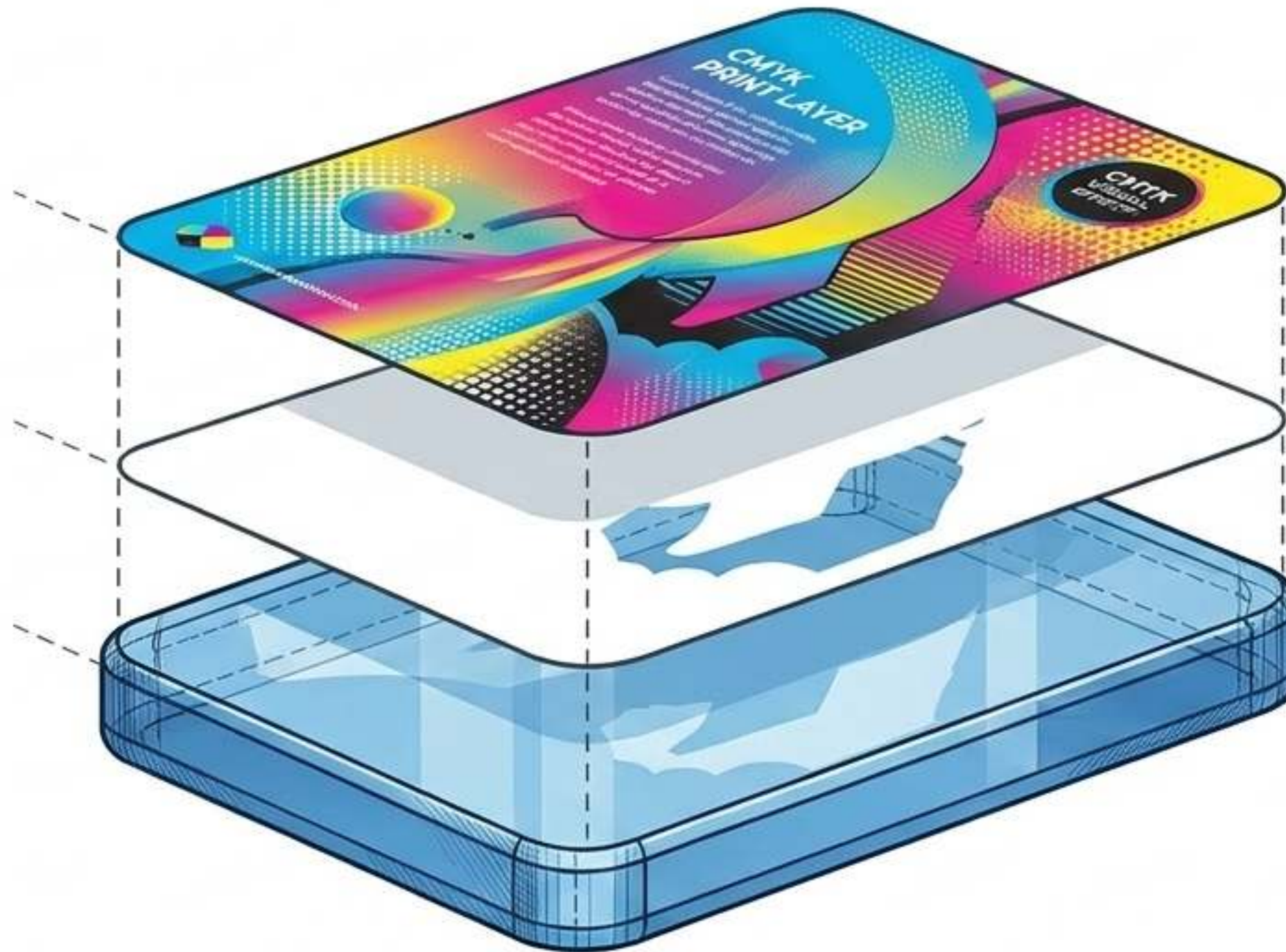


Clear Vinyl

Alternative for:
Flexible enclosures containing separate inserted paper graphics.

If seeking heavy metallic weight or soft flexibility, request an alternative-route comparison rather than treating those features as acrylic defaults.

The White Underbase Layer Cake



Layer 1: CMYK Print Layer

The high-resolution placed artwork containing target visual effects, gradients, and fine text.

Layer 2: White Underbase Ink

Crucial for opacity. Without this, CMYK inks appear washed out and translucent against the clear acrylic.

Layer 3: Transparent Acrylic Substrate

The rigid base. Areas without white underbase remain transparent.

ACTION RULE: When preparing vector files, always separate cut, print, white-underbase, and transparent layers into distinct channels.

The Double-Sided Visibility Matrix

Seen-Through Substrate



Front View

Reverse View

Front artwork is printed on one side; the reverse is viewed directly through the clear acrylic.

Warning: Graphics and text will appear mirrored on the reverse.

Duplicated Print



Front View

Reverse View

A central block-out layer allows the exact same artwork to be printed independently on both the front and back. Text remains readable on both sides.

Independent Reverse Print



Front View

Reverse View

Completely different artwork is printed on the back versus the front, requiring precise front/reverse layer separation in the artwork file.

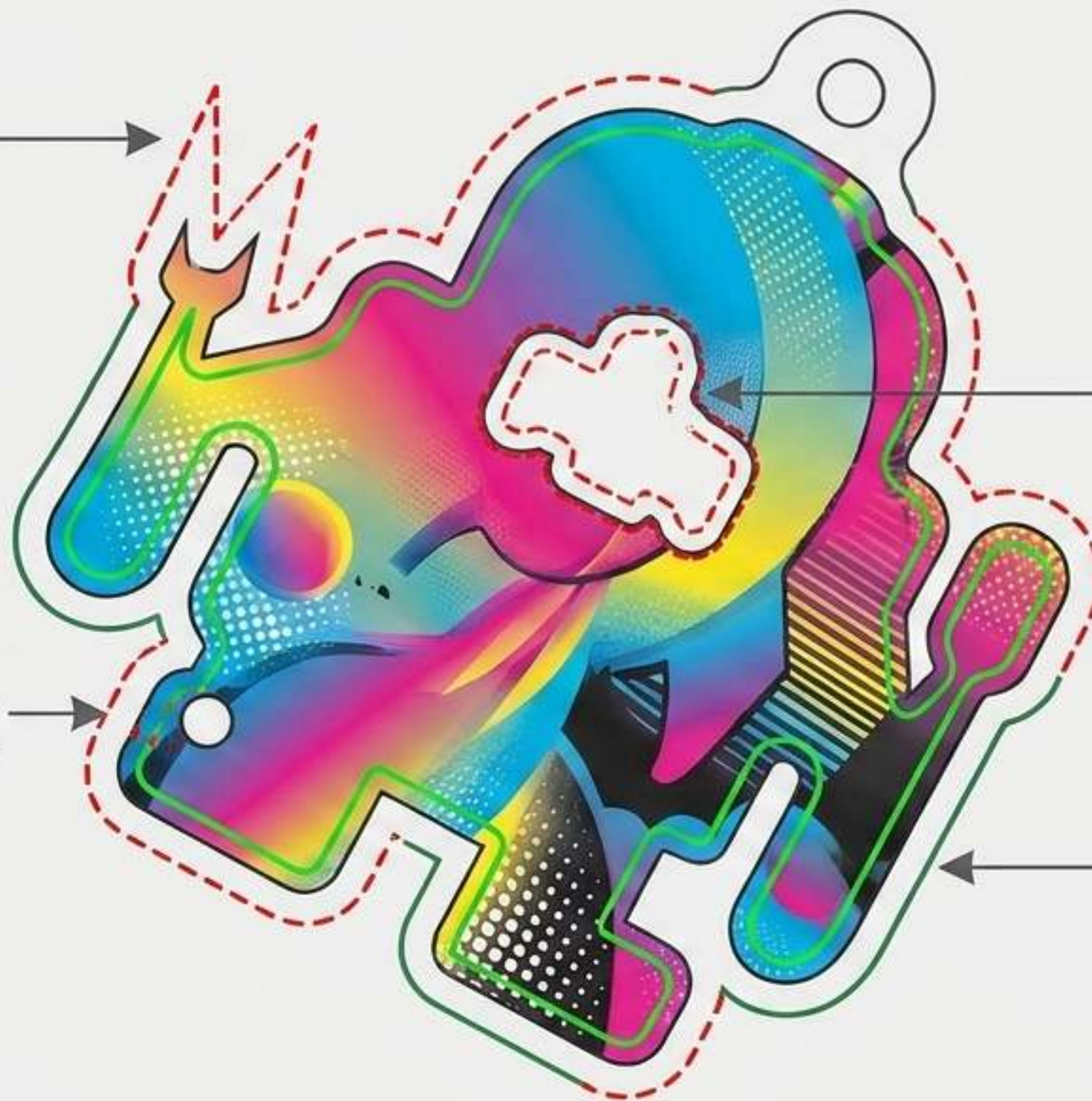
Structural Integrity: Defining the Cut Path

[RED ZONE] Sharp Corners & Narrow Projections

Risk: Highly vulnerable to snapping; poses safe handling issues.

[RED ZONE] Holes Close to Edge

Risk: Compromises acrylic strength and cutting feasibility.



[RED ZONE] Internal Cutouts

Risk: Adds manufacturing complexity and structural weakness.

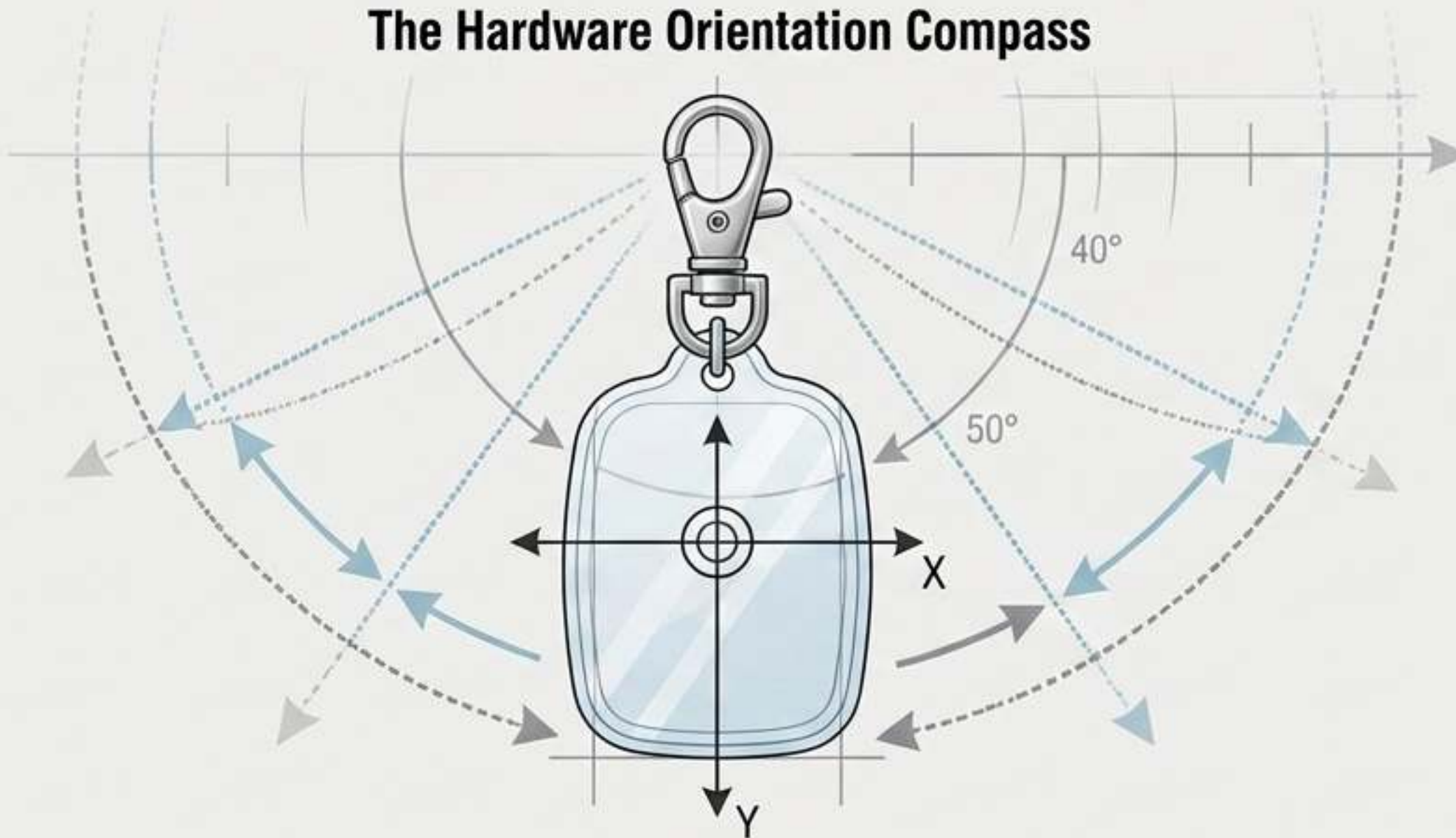
[GREEN ZONE] Artwork Margins

Rule: Keep essential text safely away from cut edges and holes, strictly following the reviewed artwork template.

The Hardware Interaction Effect

Gravity dictates **orientation**. The exact placement of the connector hole completely alters how the artwork hangs and moves in the user's hand.

The Hardware Orientation Compass



Required Buyer Decisions:

1. Finished Orientation
(How should it hang?)



2. Hole Position
(Where is the pivot point?)



3. Hardware Style
(Keyring, clasp, chain?)

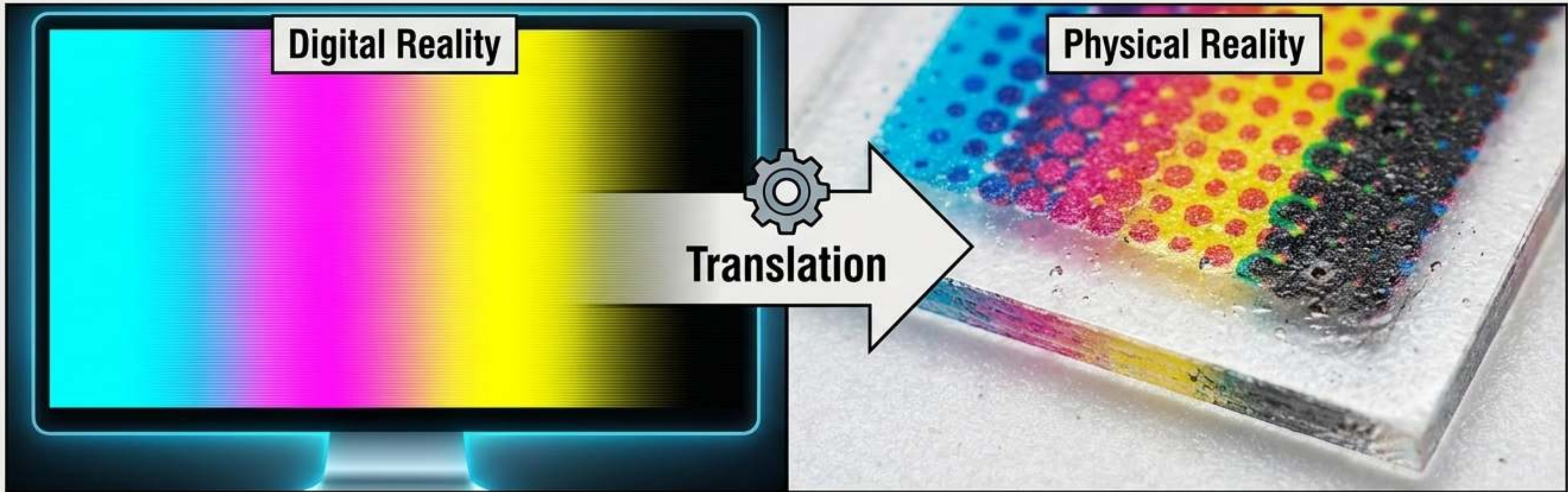


4. Hardware Color
(Silver, gold, colored?)



RULE: Always include a visual reference in the artwork file showing the intended hardware position relative to the graphics.

Color Proofing Realities: Screen vs. Substrate



Digital Reality

Brand colors specified with digital reference values appear luminous on screens.



Physical Reality

Screen colors, digital proofs, white ink bases, transparent substrates, and actual production printing will inherently differ.

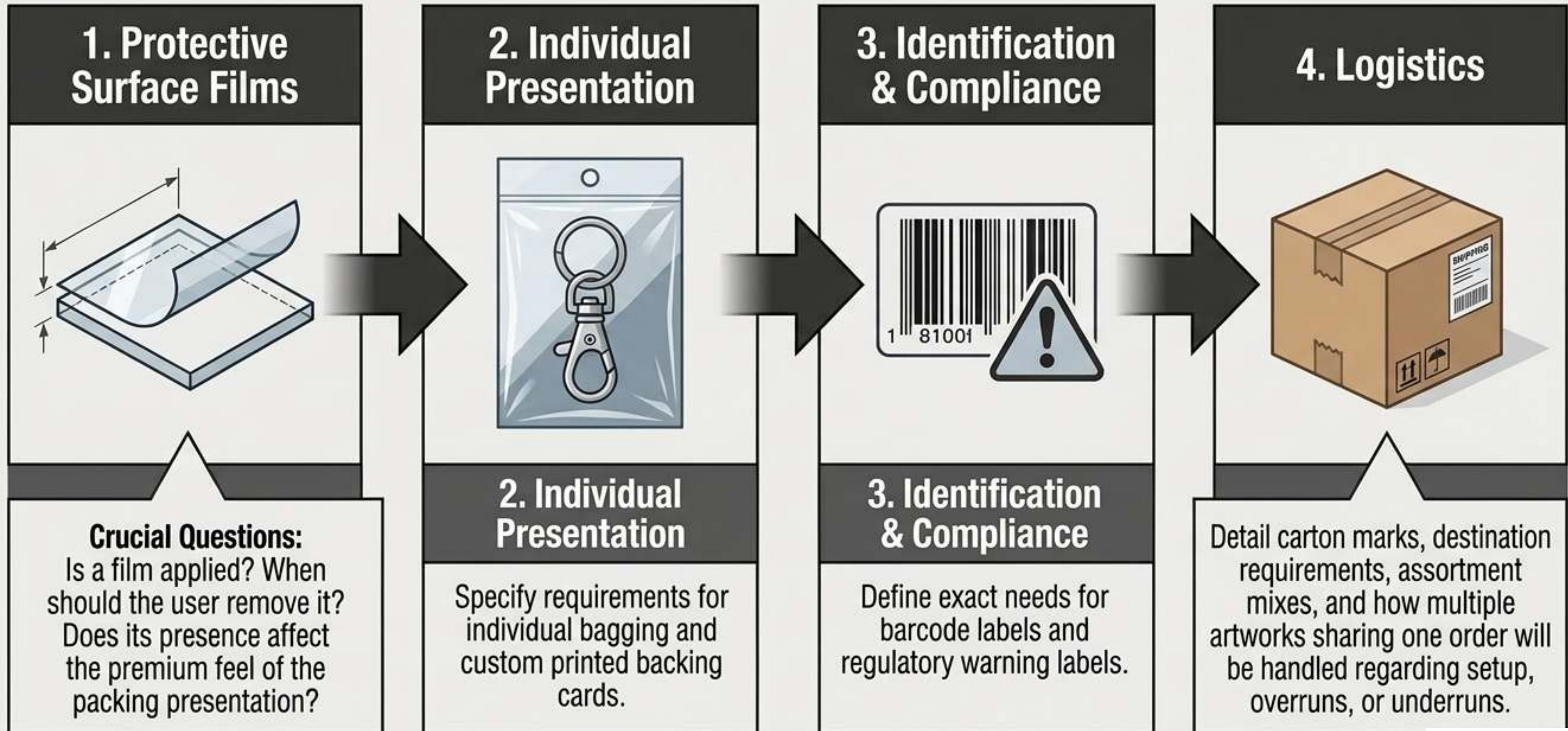


Mitigation Strategy

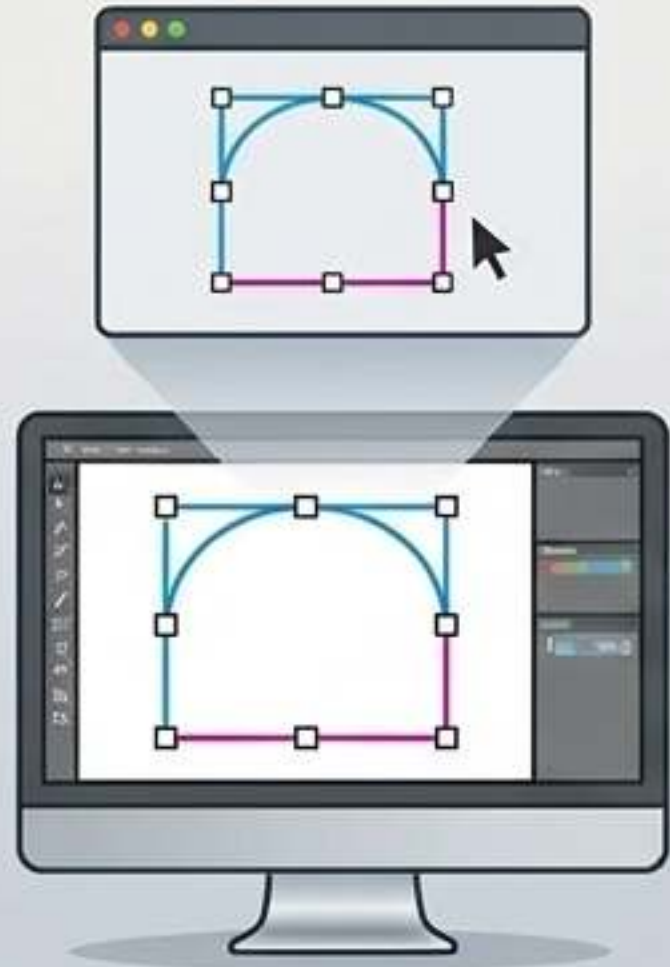
Request an artwork proof that distinctly separates printed color from the transparent substrate.

WHEN TO ESCALATE: Ask for preproduction physical review when color matching, small lettering, clear windows, or close registration are critical to the project.

Meso to Macro: Assembly and Packing Logic



The Production Approval Pipeline



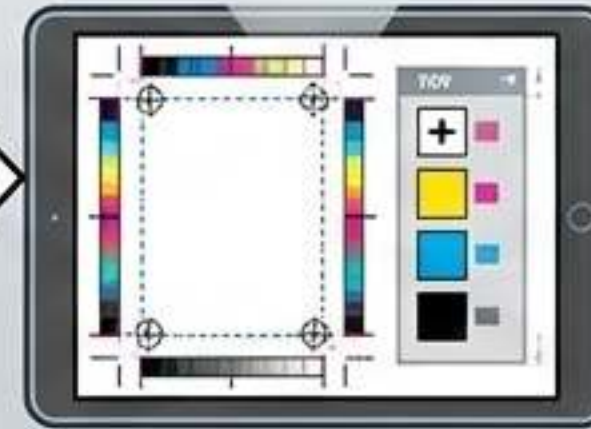
Tollgate 1: Initial RFQ & Artwork Submission

Supply vector cut paths, high-res artwork, and intended color modes.



Tollgate 2: Quotation & Material Review

Supplier identifies proposed acrylic type, edge finish, and decoration process.



Tollgate 3: Artwork Proof Approval

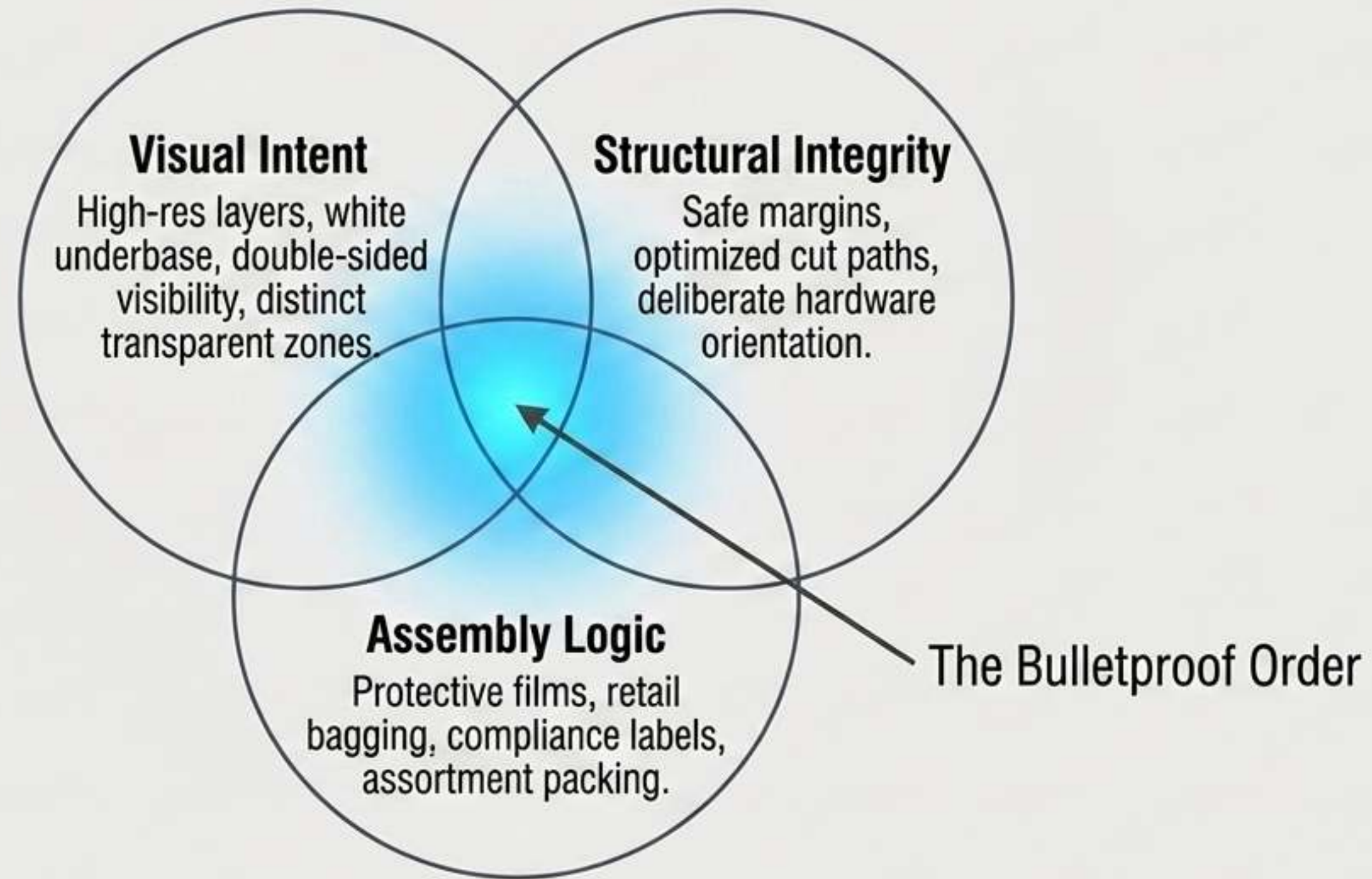
Review template margins, hole placements, and transparency separations.



Tollgate 4: Preproduction Sample / Testing

Required for critical surface, scratch-resistance, color, performance, or compliance requirements.

Synthesis: The RFQ Equation



TAKEAWAY: A purchasing decision should never be based on a screen image alone. It must follow a reviewed construction proposal encompassing all three domains.

Master RFQ Checklist | Part 1: Specifications



PROVIDE source assets: artwork, vector cut outline, viewing sides, and target visual reference.



FLAG critical details: transparent areas, white ink requirements, fine text, gradients, and brand colors.



IDENTIFY materials: proposed acrylic type, desired print method, surface finish, and edge expectations.



CONFIRM structure: finished artwork orientation, connector hole position, hardware style, and hardware color.



STATE logistics: exact quantity by design, delivery destination, and required delivery window.

Master RFQ Checklist | Part 2: Process & Packaging



REQUEST visual proof: ensure the proof clearly distinguishes printed color from transparent substrate.



REQUIRE sampling: establish a sample/testing plan for any critical scratch-resistance, performance, or compliance needs.



DEFINE packing: detail individual bagging, backing cards, warning/barcode labels, assortments, and carton marks.



REQUEST itemized terms: clarify quotation assumptions (including setup, overruns, underruns) and explicit approval milestones.



Final commercial commitments require written confirmation of quotation, artwork, and material review.
Do not assume any stock, film, or compliance status without verification.