

# The Custom Button Spec Pack

A technical sourcing blueprint for procurement,  
design, and safe manufacturing.

**Document Intended For:** Procurement, Event Operations, Merchandise Design.

**Status:** Approved for RFQ Integration.

# Category Definition: Printed Buttons vs. Enamel Pins

| Feature                | Printed Buttons  | Enamel Pins  |
|------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Construction           | Printed graphic secured under a protective mylar face.                                              | Metal-based detailing with inset color fills.                                                   |
| Visual Detail          | High-fidelity (handles photographic imagery and gradients).                                         | Simplified/Vector artwork required. No gradients.                                               |
| Perceived Value & Feel | Lightweight, high-volume promotional standard.                                                      | Heavier, premium, jewelry-like feel.                                                            |



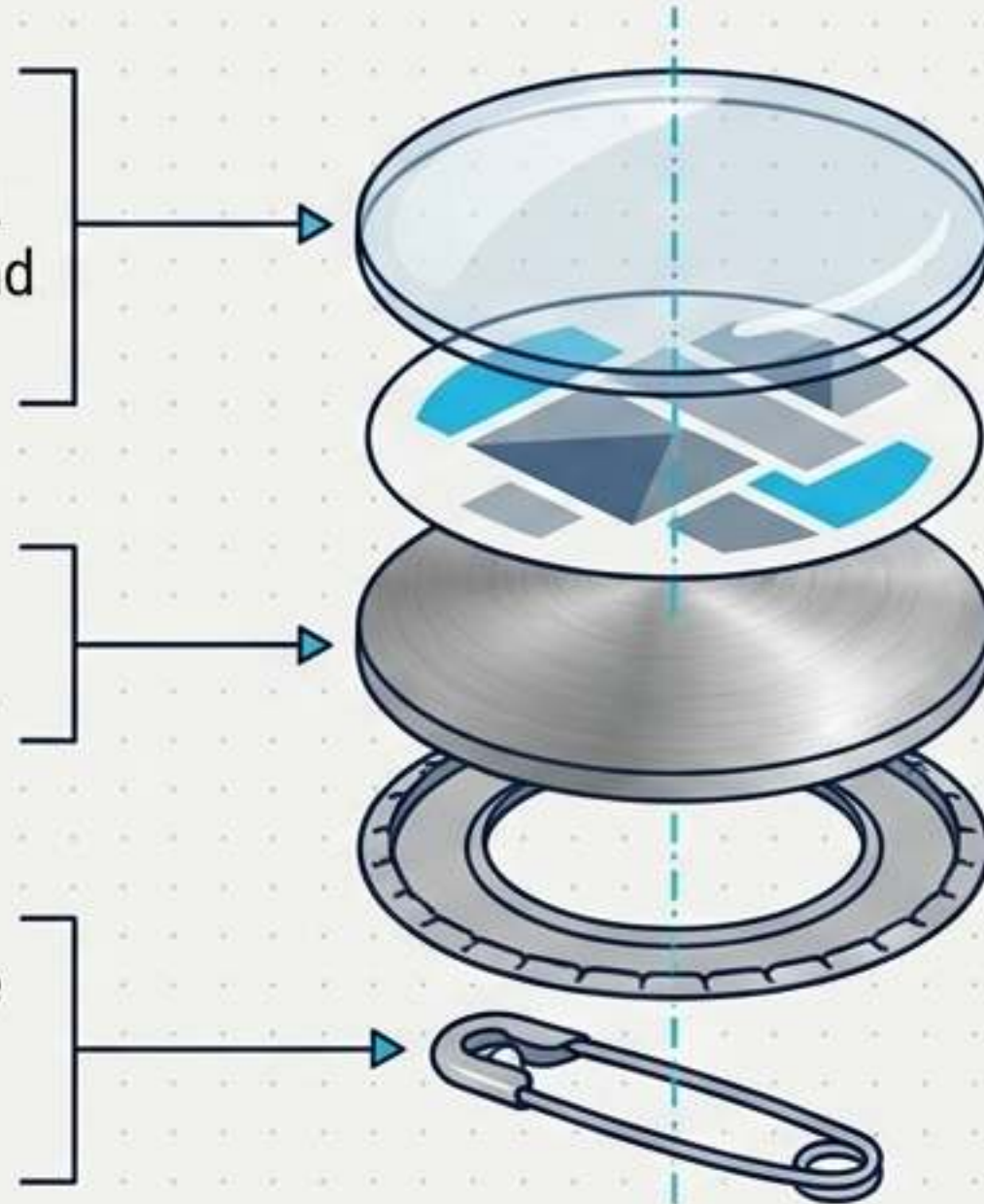
**Note:** In this specification, “buttons” strictly refers to wearable pin-style badges, not garment fasteners or electronic push buttons.

# The Anatomy of a Printed Button Assembly

**Protective Face:** Clear outer shielding. Critical for scratch prevention and graphic protection.

**Dome/Shell:** The curved metal or structural base.

**Attachment Mechanism:** The interface with the user (Pin, Clip, or Magnet).



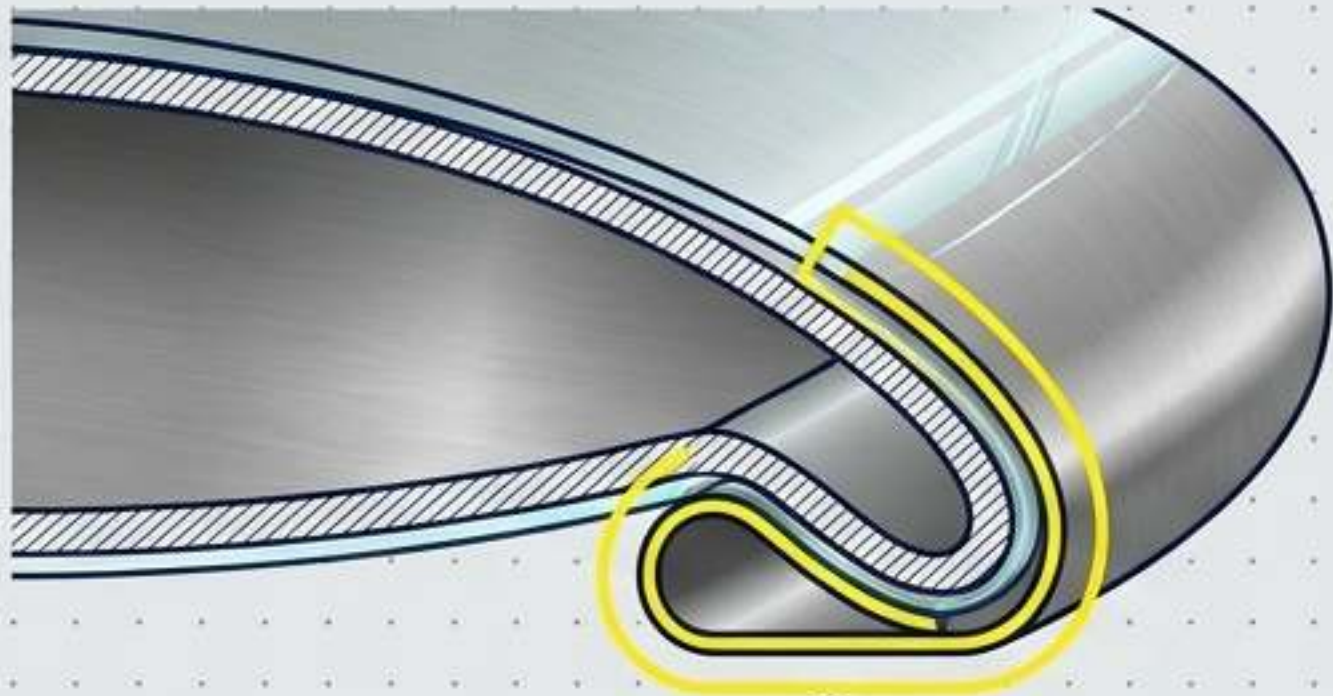
**Printed Graphic:** Vector artwork or high-resolution image layer.

**Backing & Assembly:** The rear closure mechanism locking the layers.

**ACTION:** Determine the exact product route and physical construction before initiating any artwork design or templates.

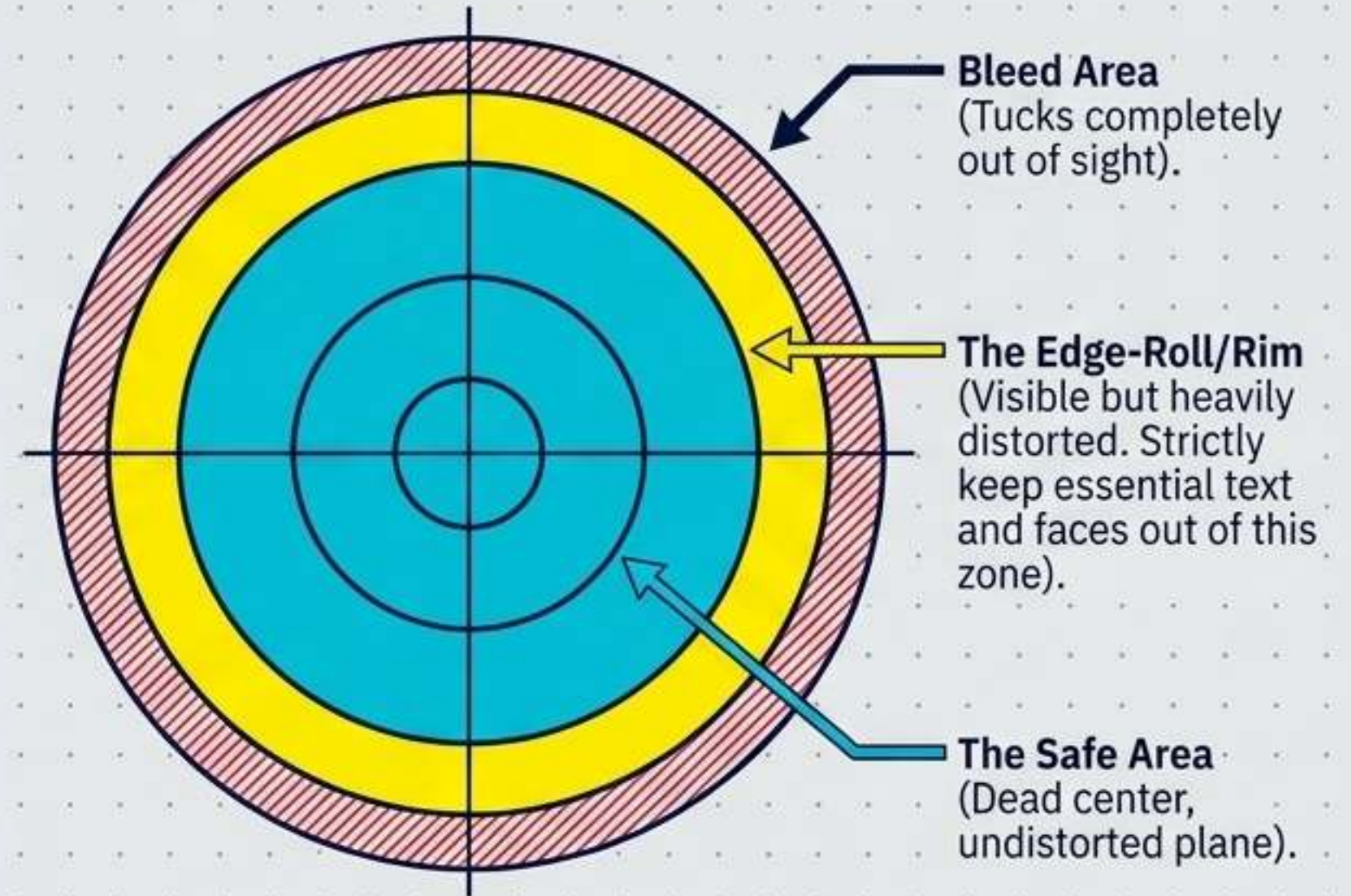
# The Artwork Specification Target

## The Edge-Roll Danger Zone Diagram



**The Rim/Edge-Roll:**  
Artwork here distorts or vanishes entirely into the rear assembly.

## The Target Graphic

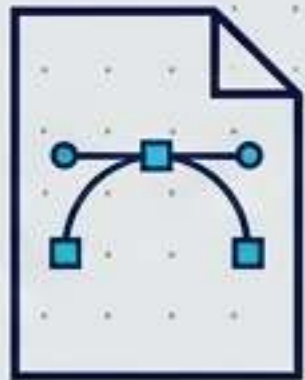


### Technical Directives:

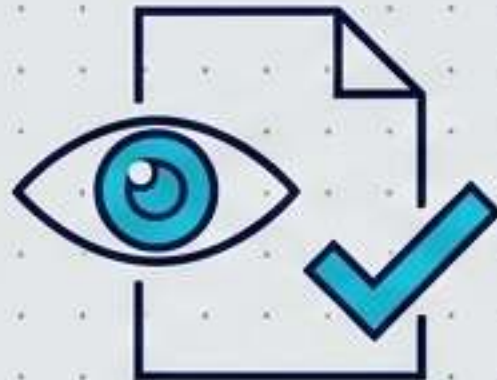
- Use the manufacturer's exact template only after confirming the physical construction.
- Identify background color handling and confirm if images require strict dead-center alignment.

# File Preparation & Variable Data Logistics

## Artwork File Requirements



Require **native Vector** artwork or **high-resolution** minimum **300dpi** imagery.



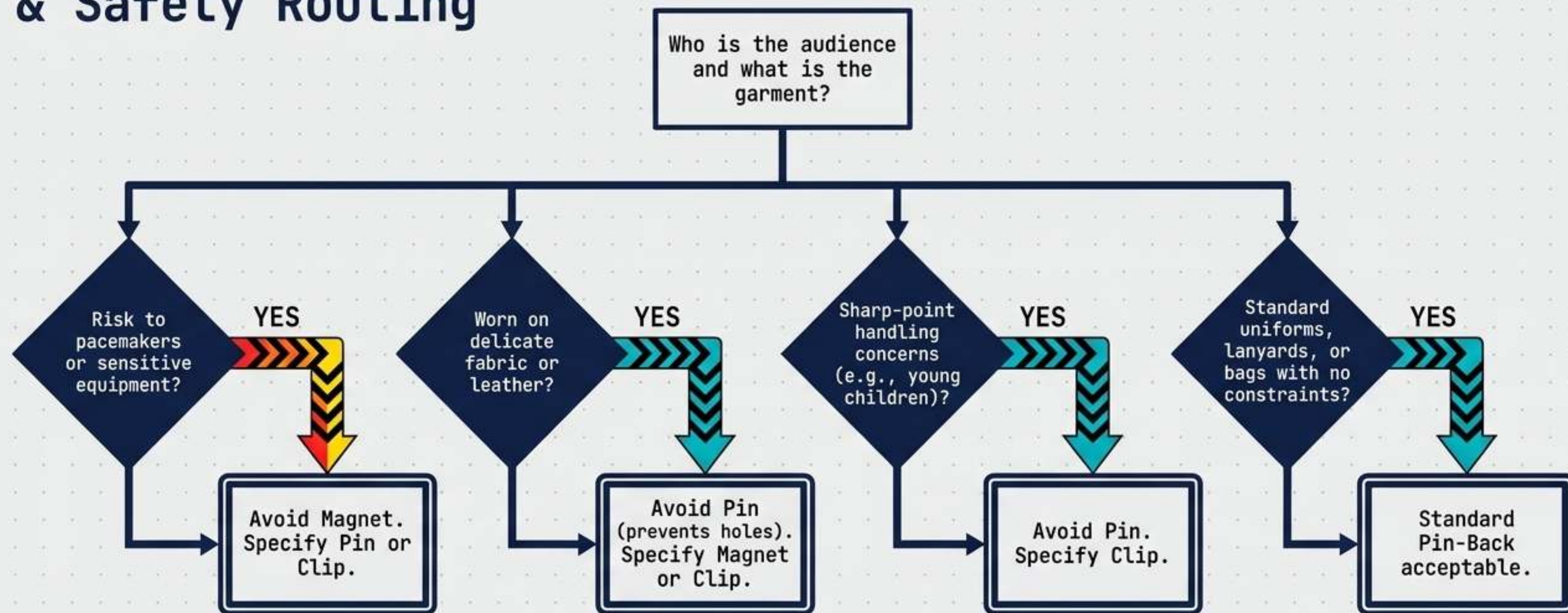
**Mandatory Visual Proofing:**  
Always obtain a visual proof before mass production, especially for photographic designs, fine type, gradients, or dead-center requirements.

## The Multi-Design Handover Ledger

| Design Ref # | Piece Count | Variable Data Element          | Display Order |
|--------------|-------------|--------------------------------|---------------|
| 001-A        | 500         | None (Static Logo)             | 1 of 3        |
| 001-B        | 250         | Sequential Numbering (001-250) | 2 of 3        |
| 001-C        | 250         | Custom Name List (See CSV)     | 3 of 3        |

If designs are part of a set, **explicitly clarify** if individual names, sequential data, dates, or specific campaign messages vary. **Do not assume shared sizes mean a single design file.**

# Attachment Selection & Safety Routing



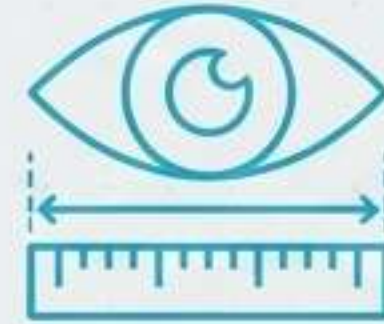
**CRITICAL MANDATE:** Any specific surface, material, performance, or compliance requirements dictate a mandatory sample/testing review prior to mass production.

# Audience Context & Deployment Mapping



## 1. The Use Case

Is this for a short event, political/charity campaign, school activity, retail sale, staff identification, or a collectible set? (The answer directly dictates required durability and material finish).



## 2. Sizing & Visibility

Select final size and shape based entirely on intended viewing distance and the geometric complexity of the logo/artwork.



## 3. Age & Distribution

Explicitly state the target age group and the exact distribution method to ensure all physical safety standards and attachments are met.

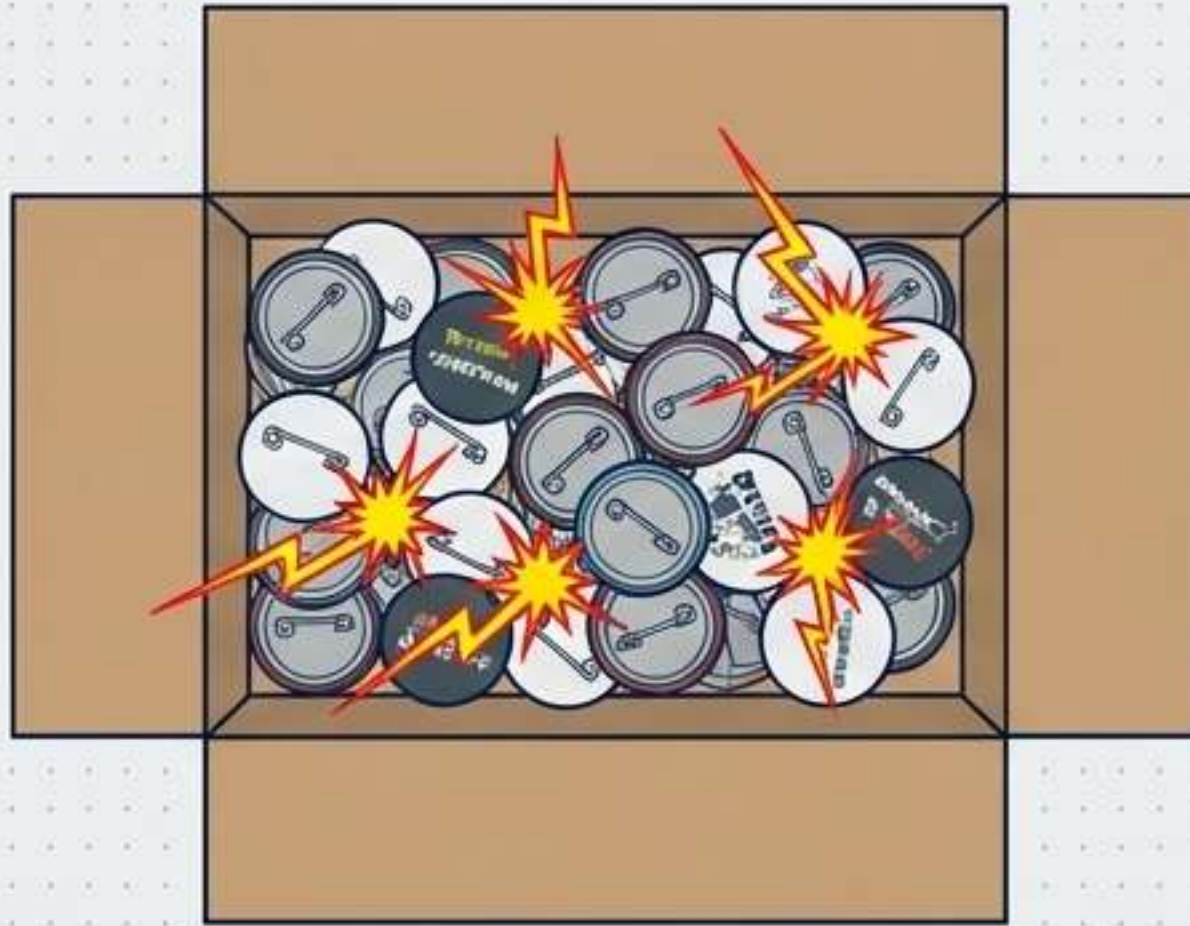


## 4. Timeline Logistics

Date-sensitive distribution for events must be stated purely as a planning consideration to be quoted. It is never an assumed production promise without formal vendor confirmation.

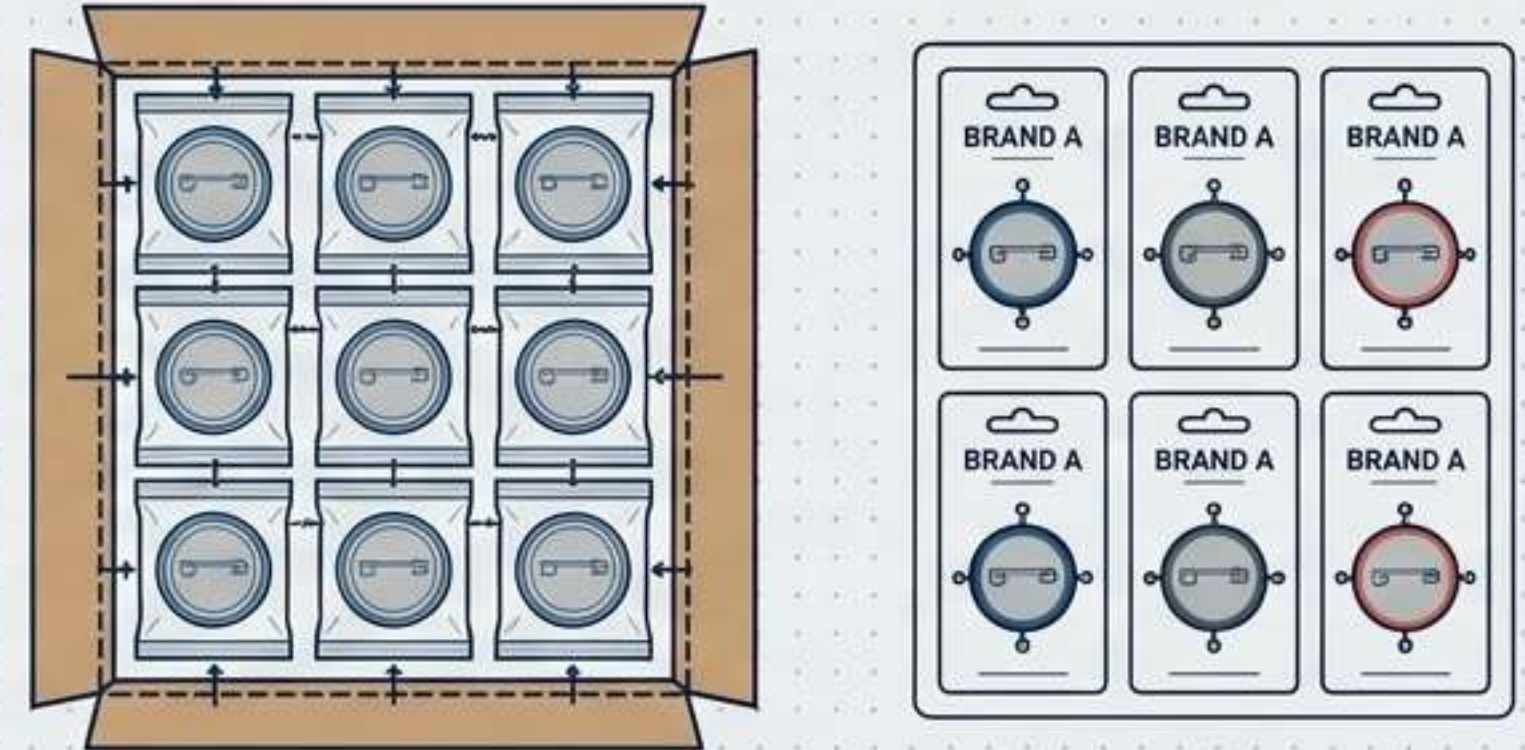
# Packaging Logistics & Friction Mitigation

## The Kinetic Risk (Bulk Packing)



**Risk:** Unprotected loose bulk packing guarantees kinetic friction, leading to scratched mylar faces and snagged, bent pins during transit.

## The Engineered Solution (Specified Packing)



**Requirement:** Specify exact packing isolation needs directly in the RFQ to guarantee product integrity.

- ☐ Individual bagging
- ☐ Backing display cards
- ☐ Retail hanging packs
- ☐ Standard bulk cartons

**If branded packaging or retail hanging is required, include it in the initial RFQ. Do not treat it as a post-quote afterthought.**

# Critical Compliance & Assumption Restrictions



**WARNING: Do not make assumptions regarding safety or technical specifications without a formal quotation and review process.**

## Restricted Safety Claims

Do NOT label a button as the following without formal review:

- ⊘ Child-safe
- ⊘ Magnet-safe (for equipment/medical)
- ⊘ Scratch-proof
- ⊘ Universally suitable for all garments

## Restricted Commercial Assumptions

Do NOT claim the following until confirmed via quote:

- ⊗ Exact physical dimensions
- ⊗ Specific construction materials
- ⊗ Guaranteed compliance certifications
- ⊗ Final price & Minimum Order Quantities (MOQ)
- ⊗ Guaranteed production lead times

# The 10-Point Master RFQ Checklist

## Master Check-Sheet

- |           |                                                                                                                    |           |                                                                                                           |
|-----------|--------------------------------------------------------------------------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------|
| <b>01</b> | <input type="checkbox"/> Is the requested product a printed pin badge, magnetic badge, clip badge, or alternative? | <b>06</b> | <input type="checkbox"/> Are individual names, dates, or variable designs required within the run?        |
| <b>02</b> | <input type="checkbox"/> Who is the end-user, and are age/safety restrictions relevant?                            | <b>07</b> | <input type="checkbox"/> What backing, retail, event, or individual packing format is required?           |
| <b>03</b> | <input type="checkbox"/> What specific size, shape, and wear location are intended?                                | <b>08</b> | <input type="checkbox"/> Are pin, magnet, surface, or compliance concerns subject to testing review?      |
| <b>04</b> | <input type="checkbox"/> Is the artwork logo-based, photographic, text-heavy, or part of a collection?             | <b>09</b> | <input type="checkbox"/> How many total designs, and how many pieces per design are required?             |
| <b>05</b> | <input type="checkbox"/> What safe area and edge treatments must the artwork template accommodate?                 | <b>10</b> | <input type="checkbox"/> What visual proofing and commercial approval steps are required prior to launch? |

# The Golden Rule of Button Sourcing



A sound RFQ thoroughly defines the badge construction, attachment, audience, artwork-safe area, design assortment, and packing format.

**Final technical and commercial commitments require quotation, artwork verification, and material review. Specify everything. Assume nothing.**