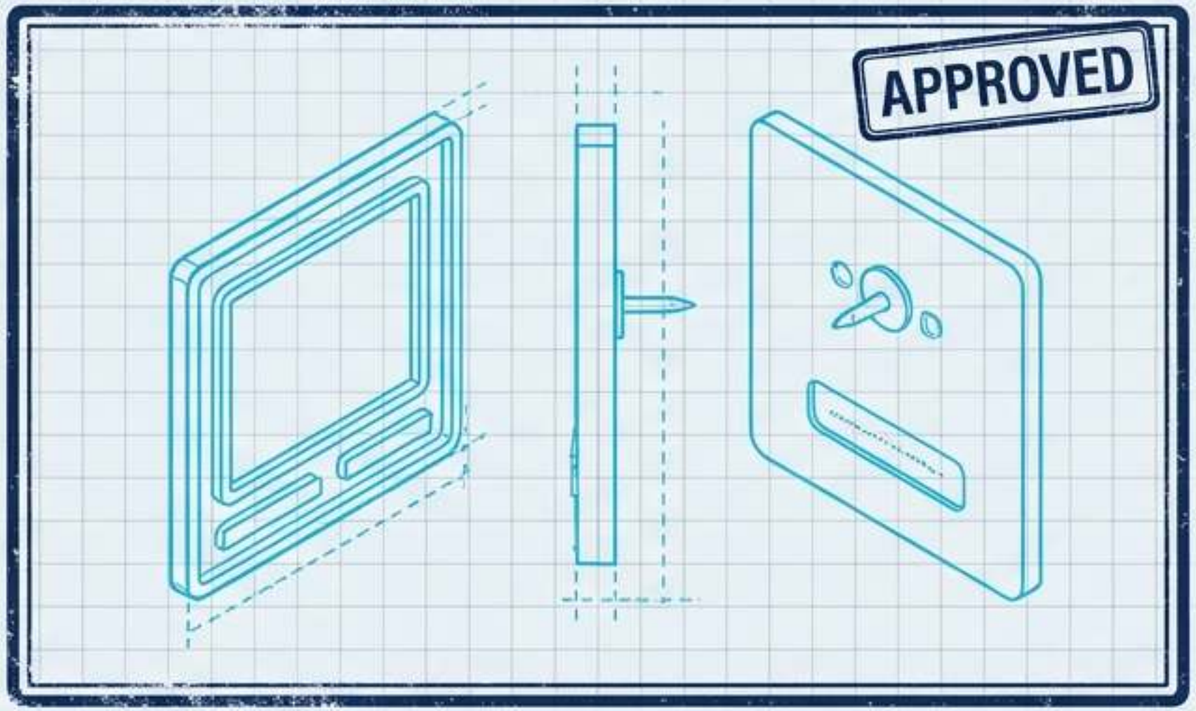
Where to Get Custom Enamel Pins Made in Bulk

A B2B Buyer's Guide to Molds, MOQs, Backing Cards and QC

MATERIAL SPECIFICATIONS

BASE MATERIAL	Zinc Alloy (Standard) or Brass (Premium) - OPTIMIZED FOR DETAIL
PLATING OPTIONS	Gold, Silver, Black Nickel, Rose Gold - MULTIPLE FINISHES AVAILABLE
ENAMEL TYPE	Soft Enamel (Recessed) or Hard Enamel (Flush) - TEXTURE VARIANCE
EPOXY COATING	Optional Clear Dome - ENHANCED DURABILITY



PRODUCTION WORKFLOW & QC

DESIGN SUBMISSION
↓
MOLD CREATION
↓
SAMPLE APPROVAL GATE
↓
MASS PRODUCTION (Stamping, Plating, Coloring)
↓
QUALITY CONTROL CHECKPOINT (Visual Inspection, adhesion tests)
↓
PACKAGING (Backing Cards, Polybags)
↓
SHIPPING

PROCUREMENT DATA

ORDER PARAMETERS	BACKING CARD INTEGRATION
MINIMUM ORDER QUANTITY (MOQ): 100 UNITS (TYPICAL)	MATERIAL: 300gsm Cardstock (Standard) - CUSTOMIZABLE
LEAD TIME: 3-5 WEEKS (MOLD TO SHIP) - EXPEDITED OPTIONS	PRINTING: Full Color CMYK, Double-Sided - BRANDING REAL ESTATE
PRICING TIERS: Volume Discounts Apply - REQUEST QUOTE FOR BULK	FINISH: Matte or Gloss Lamination - PREMIUM FEEL

CERTIFIED SUPPLIER

ZIGPAC
(SKU ZPCP0002)

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THE ALIGNMENT PROBLEM IN BULK PROCUREMENT

APPROVAL

Quote B	
Technical	Dummy
	Enamel
	Enamel
Enamel Fillns	1.20
	4.5mm
Weight	1:0g

Quote A	
Technical	Dummy
	Dummy
	Enamel
Technical Plln	72.0
	4.5mm
Weight	70g

Quote C	
Technical	Dummy
	Dummy
	Enamel
	Enamel
Technical Pile	72.0
	4.5mm
Weight	72g

! SUBJECTIVE DEFECT RULES

Impact: Inconsistent quality control.

OFFSET

MISMATCH: 4.5mm

OFFSET: 12°

DEVIATION: 8%

! MOLD FEE HIDDEN IN UNIT PRICE

Impact: Inflated per-unit cost.

! MISALIGNED RETAIL CARDS

Impact: Failed retail compliance.

Misaligned Schematic

KEY TAKEAWAYS & DATA

3 OF THE 5 PINS IN A SMALL ORDER HAD FILLING ISSUES.

At 2,000 pieces, an unclear defect rule turns minor filling issues into a costly dispute.

A backing card with misaligned post holes can halt a retail launch.

Your quote, sample, and inspection must refer to a single, written specification.

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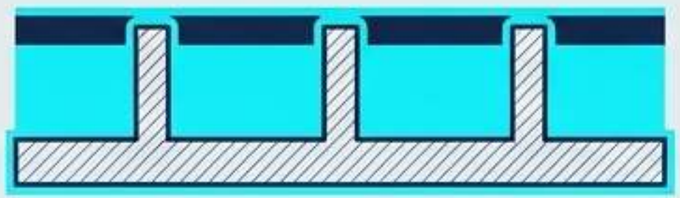
Process Selection Diagnostics

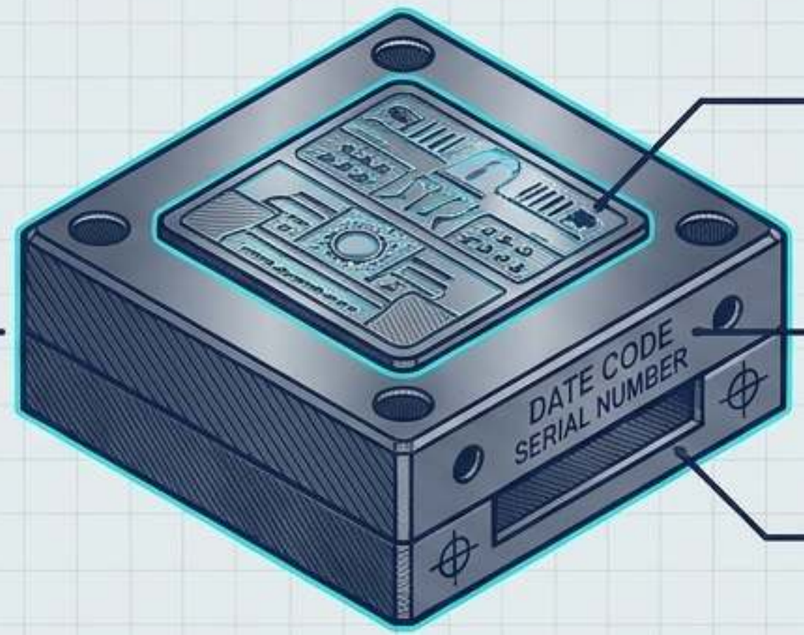
		
Hard Enamel (Zigpac Custom Hard Enamel)	**Soft Enamel** (Zigpac Custom Soft Enamel)	**Die Struck** (Zigpac Custom Die Struck)
Surface: Enamel overfilled and polished flush with metal lines. **Use:** Brand logos, retail collections, recognition pins. The collector community preference.	**Surface:** Raised metal lines with recessed color. **Use:** High-volume giveaways and events with tighter budgets. Keeps finer raised lines.	**Surface:** All-metal relief with no enamel fill. **Use:** Formal, monochrome, or heritage designs.

Sourcing Routes: Who Controls Your Spec?

Route	Process	Communication	Control & Fit
Direct Factory (Zigpac Model)	Factory engraves mold & makes pins. 	Direct communication.	High spec control. Best from small tiers to thousands.
Trading Broker	Subcontracted factory (often unnamed).	Broker acts as middleman.	Medium control; depends on transparency regarding mold ownership.
Promotional Distributor	Sources from upstream suppliers.	Local rep communication.	Medium control; ideal for multi-item event deadlines.
Online Pin Studio	Studio's own/partner production.	Web form communication.	Lower control due to preset sizes/packaging.

The Mold & Tooling Truth

The steel mold is a one-time fixed cost. Engraving takes the same effort for 100 pieces as it does for 5,000. **Ask every supplier to itemize this charge.**



Ownership:
Does the fee transfer ownership of the die, or just the right to use it?

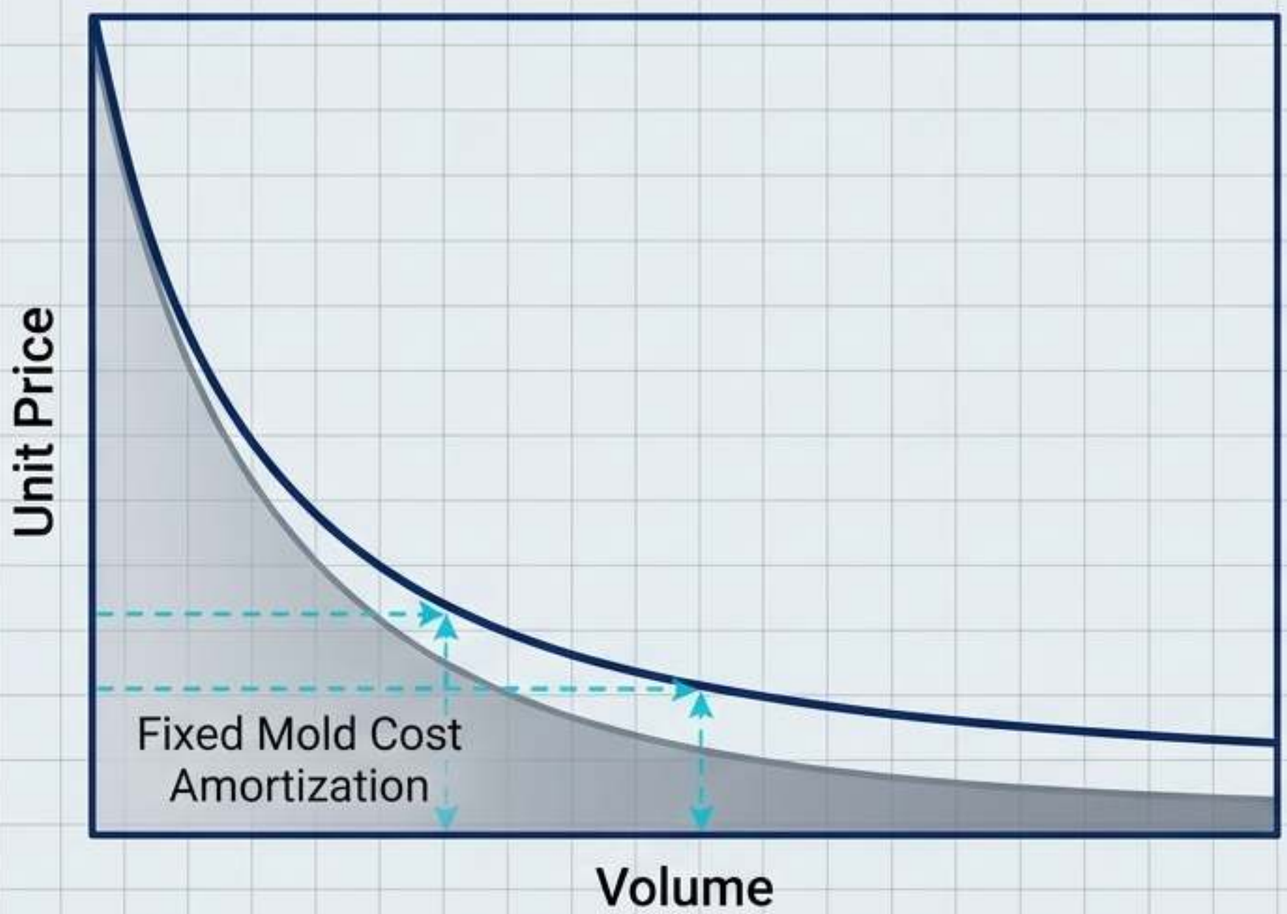
Retention:
How long is it kept after the last order?

Reorder Setup: Does a repeat order with no changes carry a new setup charge?

Storage:
Where is the mold kept? Can it be moved?

CERTIFIED SPECIFICATION
DATE 1/19/2022

Scale Economics: Volume vs. Unit Price



Nov 2026 Reference			
	Volume	Hard Enamel	Soft Enamel
1	50+	US$3.20	US$1.50
2	500+	US$1.30	US$0.62
3	1,000+	US$1.05	US$0.48

The Math: Doubling quantity (500 to 1,000 hard enamel pieces) **cuts the unit price by ~19%** but raises total pin spend by **~62%**.

Takeaway: Quantity per design drives cost more than total mixed-design quantity.

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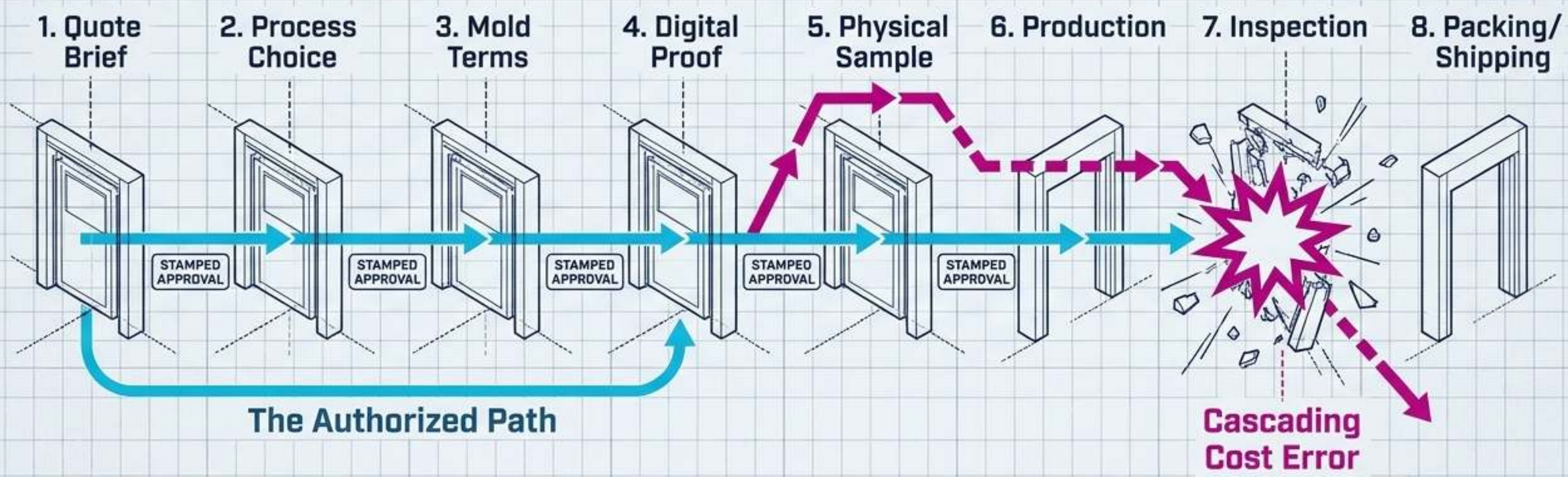
Protecting Your Margin: True Landed Cost

$$\frac{(\text{Pin Spend} + \text{Itemized Tooling} + \text{Packaging} + \text{Freight} + \text{Duty \& Clearance})}{\div\ (\text{Pieces That Pass Inspection})}$$

If **1,000 pieces arrive** and **20 fail inspection** with no replacement agreed, every cost is divided by 980, not 1,000. This is why remedy terms belong in your quote.

The 8-Gate Approval Workflow



If you skip an approval gate, the cost of fixing a problem moves to a later, more expensive stage.

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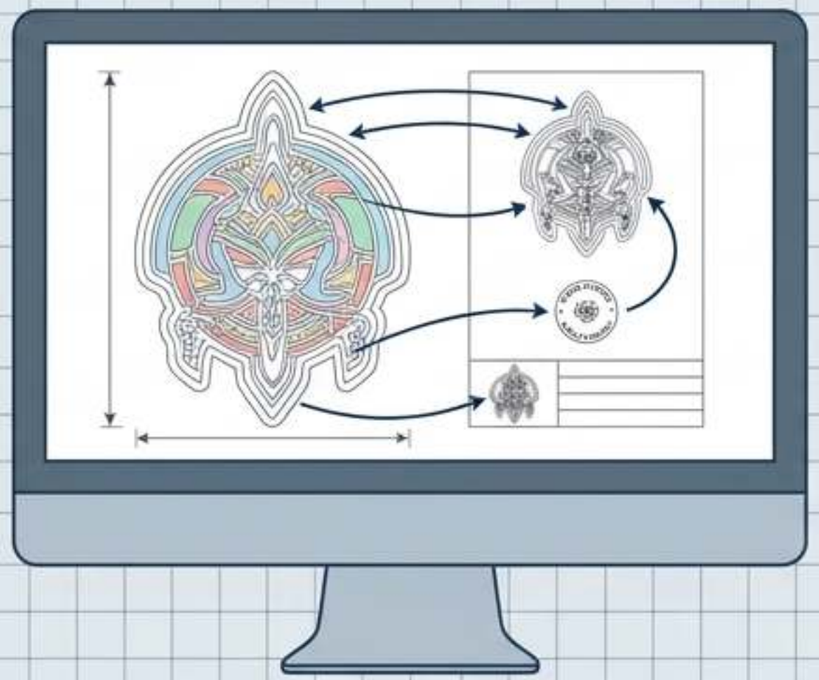
Digital Proofs vs. Physical Validation

DIGITAL PROOF



Digital Proof Validates: Outline, finished size, color callouts, plating choice, post position, back stamp, backing card artwork.

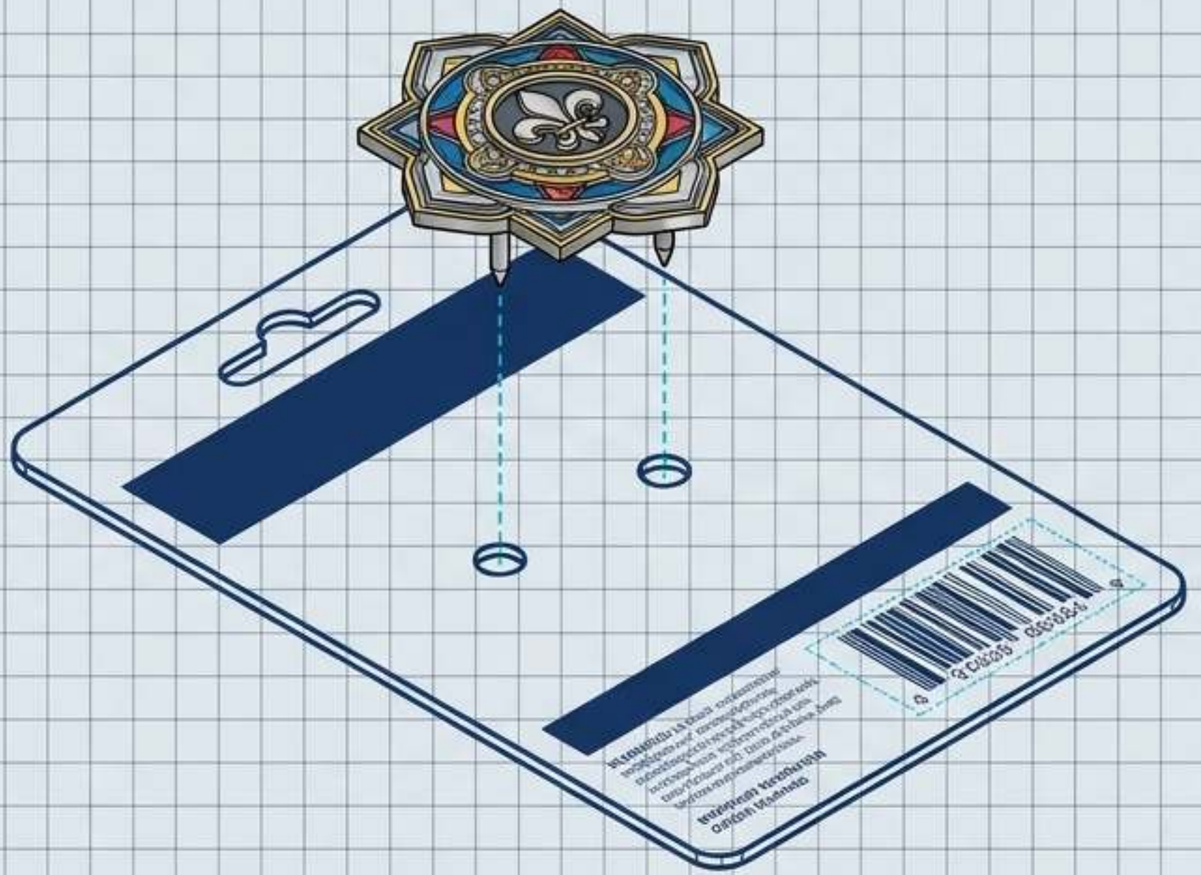
PHYSICAL SAMPLE



Physical Sample Validates: Actual colors, polish, plating hue, and clutch fit.

Takeaway: Get a **physical sample** (US$5–30 at Zigpac) whenever **brand colors, plating hue**, or **retail presentation** matter. This becomes your binding inspection reference.

Retail Packaging Alignment



Critical Rule:

Space post holes to match the pin's actual post positions from the approved physical sample, NOT the digital drawing.

Specifications required: Card size/stock, print sides, hang hole (round/slot), post holes, compliant barcode (with quiet space), and warning text/origin marking.

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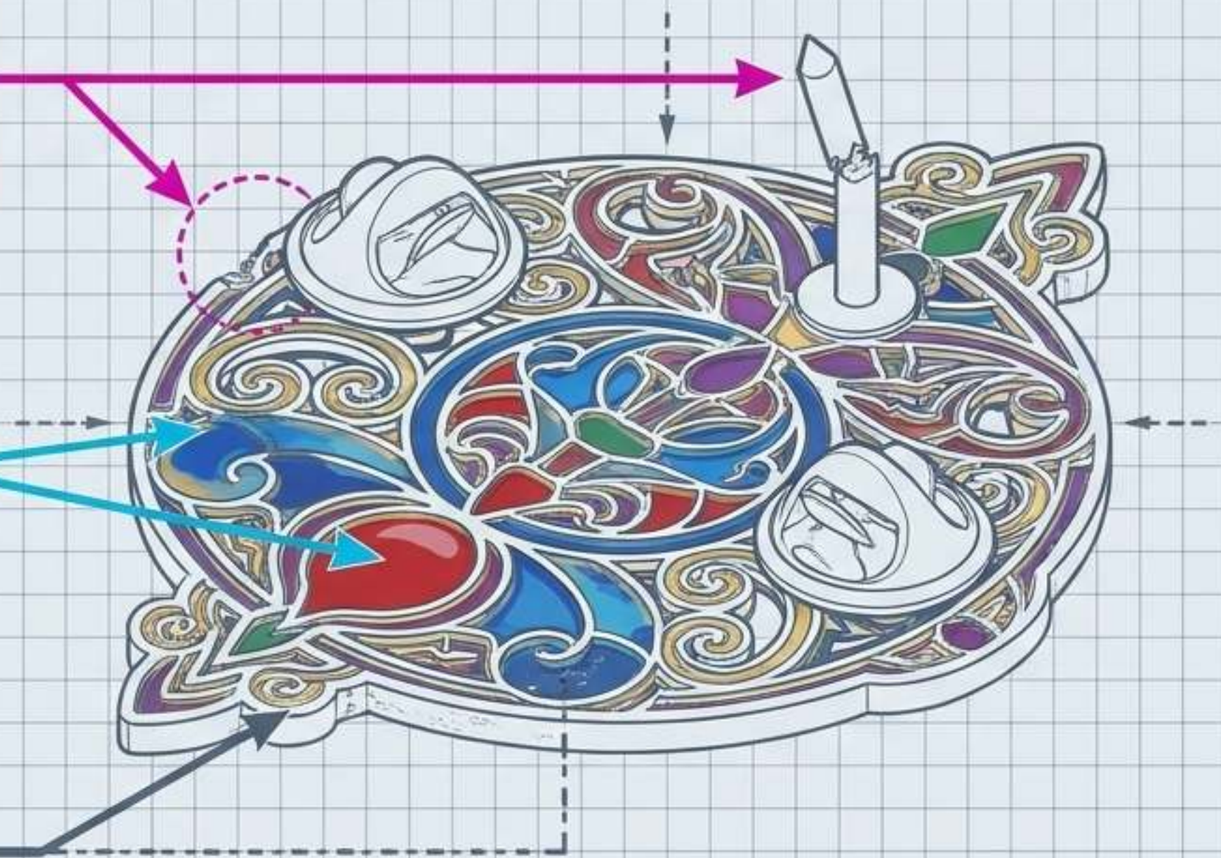
Establishing the Defect Catalogue

Critical Defects
(Zero acceptance; lot held):
Sharp burrs that can cut, missing/snapped posts, wrong design, wrong barcode.

Major Defects (Strict limit):
Color cell differs from proof, visible enamel under/overfill, plating hue off sample, failing clutch.

Minor Defects (Looser limit):
Small pits or polishing marks visible only up close, slight backing card scuffs.



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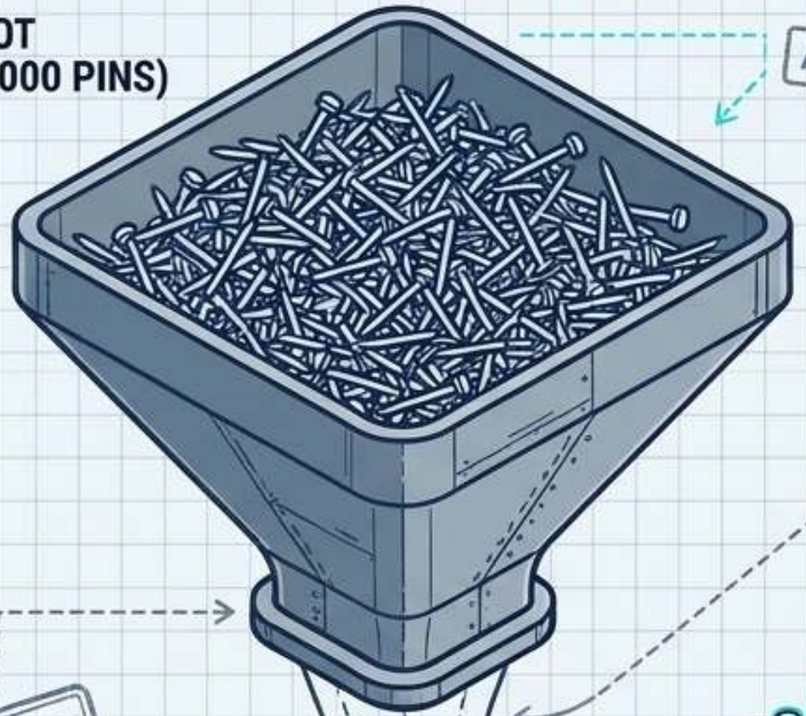
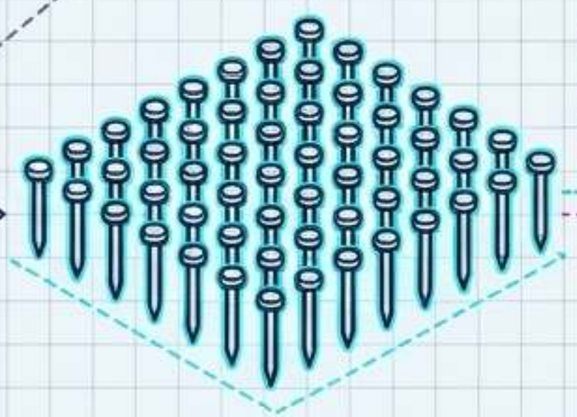
Validating the Bulk Lot (ISO 2859-1)





ACCEPTABLE QUALITY LIMIT (AQL)



Concept: Checking 5,000 pins individually is impossible. Use attribute sampling (ISO 2859-1 or ANSI/ASQ Z1.4).

Application: Lot size and inspection level dictate the randomized sample size.

Agree on an AQL for each specific defect class (Critical, Major, Minor) rather than a single number for the whole lot.

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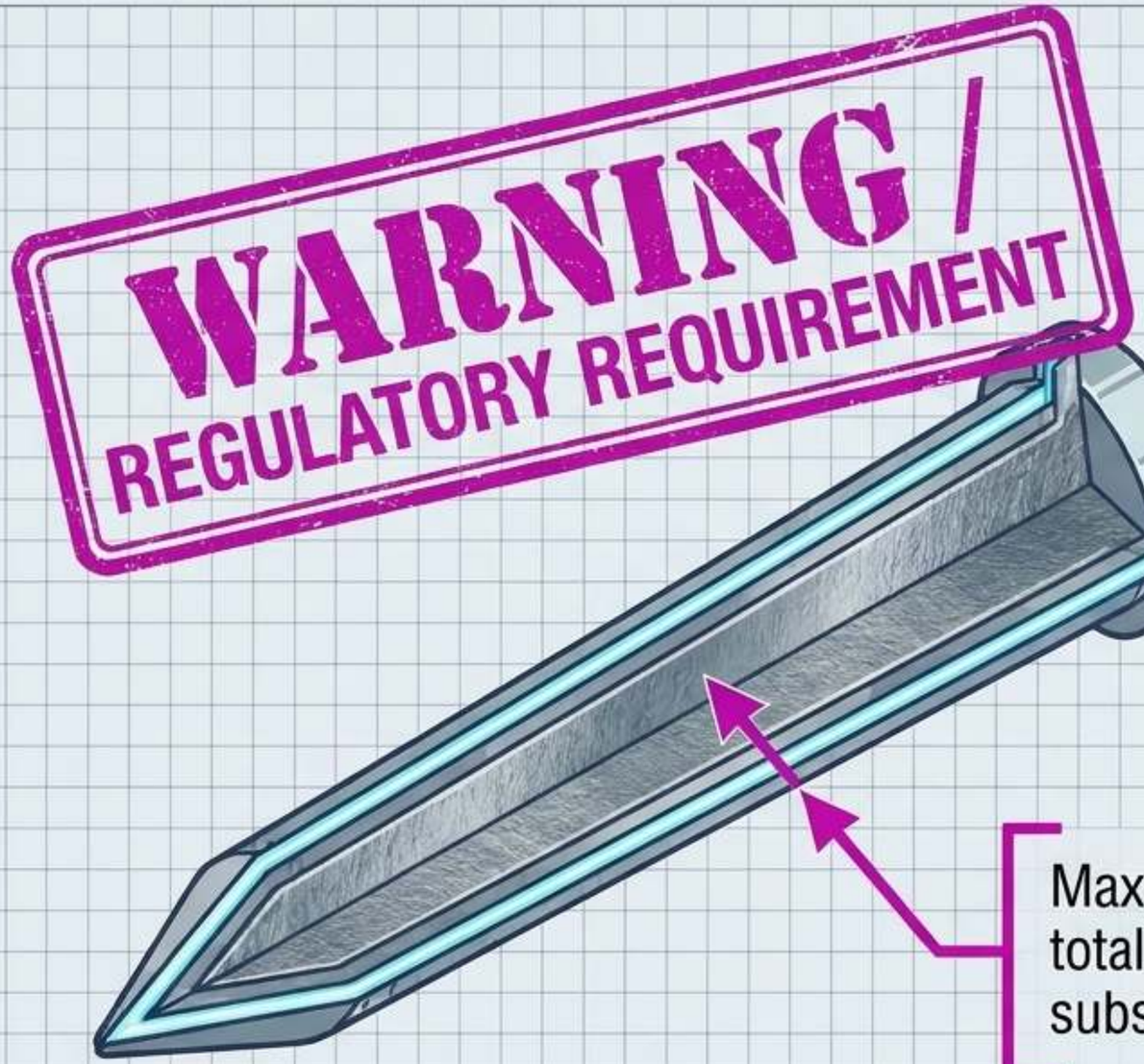
Compliance Guardrails: Products for Children



Maximum **90 ppm** in paint and surface coatings.

Maximum **100 ppm** total lead in accessible substrate material.

The Law:
If pins are designed primarily for children 12 or under, strict US lead limits apply.

Action:
Toys can trigger further testing and certification duties. Demand third-party test evidence; never accept verbal assurances.

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The Standardized Quote Brief

We need [quantity] pieces per design of [number] designs in [hard/soft/die struck], [width × height] finished size, [base metal] with [plating], [number] colors matched to vector art, [clutch/locking/magnet/two posts] with [back stamp yes/no], packed on [card specs] backing cards with [barcode/text], individually poly-bagged, [pack quantity] per carton, delivered to [location] by [date].

Crucial sign-off: Please itemize mold/tooling, unit price by tier, packaging, sample, and freight, and state your mold ownership, retention, and reorder terms.

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The Supplier Interrogation Checklist

Questions to lock in before tooling starts:

- ☐ 1. Do you engrave the mold and make the pins yourselves?
- ☐ 2. Is the mold/tooling charge itemized separately?
- ☐ 3. Who owns the mold, where is it stored, and how long is it kept?
- ☐ 4. Does a no-change reorder carry a setup charge?
- ☐ 5. What does the physical sample cost vs. the digital proof?
- ☐ 6. Which AQL standard applies to each defect class?
- ☐ 7. What is the exact remedy for defective pieces (replace/refund/credit)?
- ☐ 8. Which Incoterm applies for duty and clearance?

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The Zigpac Procurement Baseline

Speed:	Quotes returned in 1–6 hours. Production starts within 2 hours of payment confirmation. 10–15 day schedule for hard enamel.
Scale:	Price tiers starting from just 50 pcs (final MOQ on quote). Free eProof.
Transparency:	Every quote is itemized. Mold terms, final price, and schedule are confirmed in writing before tooling starts. Dedicated manager by email for bulk buyers.

Quality issue?
Full refund, no return needed.

