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Custom Embossed PU Leather Brand Tags: Specify, Sample, and Test Before Bulk

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Product Image




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WILD HARBOR
SUPPLY
SILVERFOX
APPAREL
TERRAIN
EQUIPMENT
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HERITAGE
GOODS
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NORTHRIDGE
OUTDOOR CO.


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Details

Custom embossed PU leather brand tags are polyurethane faux-leather labels pressed with a raised or recessed logo. They are sewn, riveted, or hung on knits, denim, bags, and gifts. Order them by fixing size, thickness, emboss direction, attachment, and wash target in writing. Then approve a production-grade sample before bulk.

Who Orders Custom Embossed PU Leather Tags, and Where Do They Go? ↑

Three kinds of buyers sit behind this search. The largest group is makers: knitters, crocheters, Etsy sellers, and craft-fair vendors who want a shop name on a beanie, scarf, or sweater hem. Printing Studio's tag page[1] names these buyers directly. They care about small runs, a soft hand, and easy removal. One r/knitting member[2] put it this way: "Make sure they are easily removable - leather has

very different care needs."

The second group is micro apparel, denim, and bag brands. They place leather-look tags on the back waist of jeans, on jacket shoulders, hats, and handbags. OEM trims suppliers often quote from around 100 pieces; Acctrims[3] lists an MOQ of 100 pcs. These buyers weigh unit cost, wash durability, and whether a synthetic can still read as premium.

A smaller third group buys gift tags and luggage IDs. Luggage tags call for thick, full-grain hide, which is a different product from a thin sewn PU label. PU suits the first two groups best because you can specify it for laundering. Most genuine-leather labels cannot be machine washed.

Why Do Cheap Leather-Look Tags Fail Before the Garment Does? ↑

A brand tag is the one component every customer touches and reads. If it peels, cracks, scratches, or becomes illegible, the complaint lands on your brand, not on the trim supplier. Customers also see the failure on the product itself.

These failure modes are well documented. Chief Labels[4] explains how low-grade PU fails: dryer heat drives out the plasticizer, and "the polyurethane becomes incredibly brittle." The face can also peel off its backing and leave "a fuzzy, ugly white rectangle" stitched to the garment. Comfort fails too. An Athleta shopper[5] said a thicker tag "feels uncomfortable against my skin," and cutting it out ruined the leggings. Legibility is another trap. A verified Amazon buyer[6] found text "not legible on any of the medium to dark brown shades." Dye problems cost real money. Leeline Bags[7] describes a client who lost about $20,000. The bags passed visual inspection, then bled black dye onto customers' clothing.

Words like "premium" do not prevent any of these failures. A written specification does: material, thickness, emboss direction, attachment, and a wash target. The second safeguard is a production-grade sample tested against that specification before bulk, which is the workflow below. This page has no factory test data yet. Every performance value for this tag is therefore listed as to be quoted, sampled, or tested, not promised.



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What Exactly Is a Custom Embossed PU Leather Brand Tag? ↑

It is a polyurethane-faced synthetic sheet, cut to shape and marked with a heated die under pressure. It is finished with sew holes, a rivet point, adhesive, or a hang hole. The word "embossed" is used loosely in this trade. Hoplok[8] warns that "buyers sometimes use 'embossing' for a recessed logo." Strictly, embossing produces a raised mark and debossing presses the mark in. Write "raised" or "recessed" on your spec so the sample matches what you pictured.

The name matters for compliance too. The FTC Leather Guides, 16 CFR Part 24[9], treat the unqualified word "leather" on a non-leather product as deceptive. They also require disclosure when an imitation looks like hide. The Guides list luggage, small leather goods, footwear, and stand-alone belts, not sewn garment tags. Even so, they are the FTC's clearest statement on leather wording. Describe this tag as polyurethane or faux leather on listings and invoices, and never as "genuine."

Material	Construction	Supplier-stated wash guidance	Main watch-out
Genuine leather	Tanned cowhide or goat hide	Not washable	Color and thickness vary by hide; dark dyes can transfer

PU faux leather (this tag)	Polyurethane face on a backing	Machine washable up to 30°C / 86°F	Low-grade PU can embrittle or delaminate in dryers
Washable paper	Cellulose and latex, leather look	Up to 60°C / 140°F	Lacks the hand of leather
Bonded leather	Leather scraps plus binder	Not stated in sources	Peeling; may not qualify as "genuine"

The wash limits in this table come from Wunderlabel's product specs[10]. They state PU at up to 30°C / 86°F, washable paper at up to 60°C / 140°F, and genuine leather as not washable. They describe one supplier's materials, not a lab standard. Use them as a benchmark in your RFQ. Until an approved sample passes your wash test, this tag's own rating stays "to be tested." Bonded leather is typically about 10–20% leather scraps bound with polyurethane, according to Decrum[11], which explains why it flakes. Chief Labels reports that its qualified blanks resist cracking for about 50 home launderings under AATCC-type methods. That figure is a reasonable question to put to any supplier. It is not a guarantee for this tag.

How Do You Specify, Sample, and Approve Custom Leather Tags? ↑

The six steps below follow the sequence most suppliers describe publicly. Each step produces a written record you can enforce later. Skipping a step usually shows up as a review complaint rather than a factory defect.

Step 1: Fix size, thickness, and legibility

Start from where the tag will sit. For clothing labels, Curtidos Cabezas[12] recommends 0.8–1.2 mm. Thicker stock starts to feel like a patch and can scratch skin. Typical sew-in footprints at one online supplier are 60×15, 60×20, and 60×30 mm[13]. Text limits are real. KMM & Co.[14] caps its standard tag at about 27 characters and its mini at about 16. If you want a scannable code, one maker on X[15] says QR codes need at least 0.8 × 0.8 in. That is a single report, so verify it on your sample. On PU, an embossed mark's legibility depends on relief depth and color contrast. Proof your fonts at actual size, on the actual color.

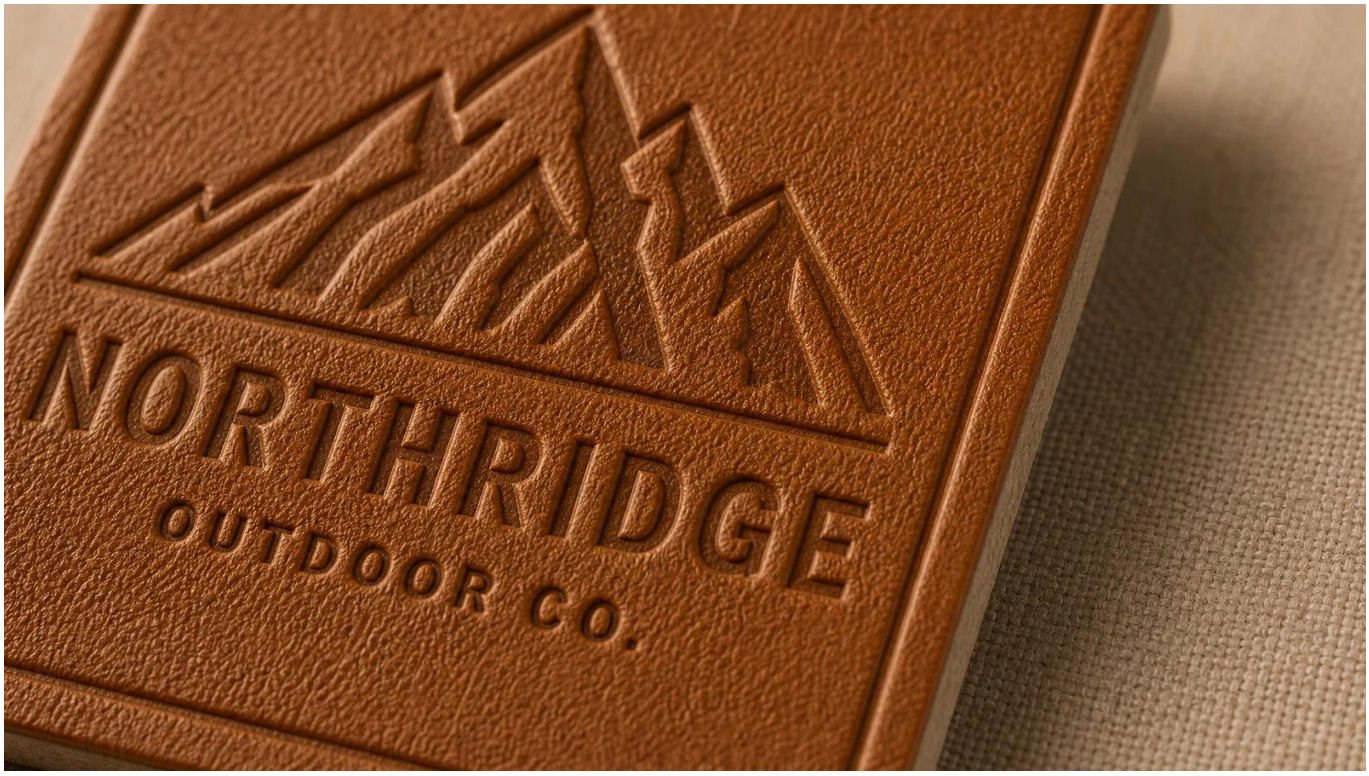


Step 2: Choose marking, surface, and backing

Marking	How it forms	Best fit	What to check on the sample
Blind deboss	Die presses a recessed mark, no color	Tactile single-color logo	Even depth; show-through on the back
Raised emboss	Tooling forms a raised design	Bold, short marks	Relief holds; high points scuff
Foil	Heat transfers metallic or color foil	Visible brand color	Coverage, edges, adhesion
Laser	Changes or removes surface material	Variable text, fine detail	Contrast, residue
UV print	Ink forms a surface graphic	Full color, gradients	Registration, adhesion after flexing

The sample checks above follow Hoplok's comparison. Cost depends on the process. Senior Printer[16] notes that pressed marks need a plate, and every artwork change needs a new one. UV print avoids that cost on small full-color runs. Some small shops charge for tooling outright: LetterandLeather[17] lists a $50 die fee and a 30-piece minimum for custom designs. Foil wears fastest under abrasion. Users on PurseForum[18] report heat stamps peeling after one to three months. For tags that rub, debossing or embossing is safer.

Backing choices bring trade-offs of their own. Sew holes suit knits. Rivets suit denim, but one crafter on Reddit[19] avoids them on hats for fear of catching hair. Adhesive backings tend to loosen in machine washing. On color, Acctrims[20] advises against placing dark dyed labels on light or white fabric.



Step 3: Preflight the artwork file

Send vector artwork (AI, EPS, PDF, or CDR), which is the format list Acctrims requests. Raster files below 300 DPI will lose edge detail on small tags. Convert fonts to outlines and close every path. Mark which areas are raised and which are recessed using a color key, and draw hole positions to scale. State whether text should be centered on the whole tag or on the space left beside an icon. A miscentered layout is one of the most common fulfillment complaints. Have a second person check spelling: once the die is cut, a typo means new tooling.



Step 4: Sample, then sign the production reference

Ask for a sample made from the bulk material with the bulk tooling, not a digital mockup. Leather Crafts International[21] says its sample is "not a quick mockup." Once approved, the sample "becomes the production reference." The same supplier quotes 7–14 days for sampling. Production itself is usually described as cutting, shaping, and logo processing, followed by checks on color difference, embossing depth, washing, and wear, as Kunshuo[22] outlines. Use the sheet below as your RFQ.

Spec field	What to write	Status for this tag
Material	PU faux leather, backing type, color reference	Confirm on sample
Size and thickness	L × W in mm; nominal thickness with tolerance	To be quoted
Marking	Raised emboss or recessed deboss; foil color if any	To be sampled
Attachment	Sew holes, rivet, adhesive; hole size and position	To be sampled
Wash target	Max °C, cycle count, dryer yes or no	To be tested
Rub and color transfer	Dry and wet rub on white cloth; lab method if required	To be tested
MOQ, lead time, price	By quantity break, with Incoterm	Pending quote

Every row is open on purpose. No factory capability, MOQ, lead time, or test result has been verified for this SKU. Values enter the sheet only after a written quote or a passed sample. Once filled in, the sheet and the signed sample together define what "acceptable" means at delivery.



Step 5: Inspect against the signed sample

Run inspection against the signed reference, not against photos. A practical program covers the following checks:

- Dimensions, thickness, and hole position against the spec sheet.
- Emboss depth and legibility compared side by side with the signed sample.
- Rubbing behavior. ISO 11640:2018[23] rubs the surface with wool felt and grades the result with grey scales.

- Finish adhesion and flex cracking, using methods such as IUF 470 and ASTM D6182, which the Leather Research Laboratory[24] lists.
- One home wash at your stated temperature, checking for delamination and dye migration.

These standards define test methods, not universal pass marks, so agree on pass grades in the contract. For hang-tag versions, Szoneier[25] lists the typical failures as torn straps, cracked corners, and peeling edges. It recommends bend, pull, abrasion, and humidity tests before mass production.



Step 6: Pack, ship, and lock in the reorder

Count tags and hardware separately on the day they arrive. One Trustpilot reviewer[26] received 44 fewer studs than ordered, days before an event. Another buyer's repeat order[27] arrived with a different background color and no border. Keep a retained sample and batch photos, and write "match signed sample" on every reorder PO. Imported finished goods still need English country-of-origin marking. CBP[28] lists only "Leather, except finished" as exempt.



Which Tag Option Fits Your Product and Budget? ↑

Option	Public entry point	Marking	Wash or care note	Best fit
Wunderlabel	5 pcs from $12.95	Laser	PU cold wash; genuine leather not washable	Maker test runs
DORTEX	From 1 piece; e.g. 10 pcs $23.95	Laser or UV color	Faux leather machine washable	Vegan materials, color logos
Contrado	10-pack from $34.95	Single-sided full-color print	Surface wipe only	Removable swing tags
Alight Custom	List price $20	Laser with digital proof	Thin leatherette engraves crisper	Knit and crochet runs
Murdy Creative Co.	From $29	Personalized text	Full-grain cowhide	Luggage, not garments

These are public entry prices observed around October 2026. They change with size, quantity, and promotions. Wunderlabel lists 5 pieces from $12.95. DORTEX[29] shows 10 pieces at $23.95 and orders from 1 piece. Contrado[30] sells 10-packs from $34.95 and ships in 1–2 days. Alight Custom[31] lists $20 with roughly 1–3 weeks to make. Murdy[32] starts at $29 with 2–3 business days to craft. A die-embossed PU tag quoted directly sits in a different tier. Its price and MOQ depend on the quote, and the setup cost of the die is spread across volume.

Use the table to match the option to your situation. If you need five to twenty-five pieces to validate a design, a configurator site is the cheapest way to learn. For a fixed logo on hundreds of washable garments, specify an embossed PU tag through the six steps above. For full-color tags that customers remove after purchase, a printed swing tag fits better. Luggage IDs belong with thick full-grain hide, not with garment labels.

Compliance limits what any decorative tag can claim. Under US textile rules, leather patches are not

counted in fiber content, as Triplicate[33] summarizes. The garment still needs its own fiber, origin, and RN or company-name label. Care instructions must sit on a permanent label that stays legible for the product's useful life, under 16 CFR Part 423[34]. An embossed logo tag does not replace that label. Tags shipping to the EU face a further limit. From 10 October 2026, leather and textiles in clothing accessories must stay below 25 ppb of PFHxA and its salts, measured in the homogeneous material, according to Textile School's summary[35]. That makes fluorinated water-repellent finishes on PU worth screening for.

Key Takeaways for Your Next Tag Order ↑

- **Choose PU over genuine hide for garments that get washed.** — One supplier rates PU to 30°C / 86°F and genuine leather as not washable (Source)
- **Specify thickness for skin contact.** — 0.8–1.2 mm recommended for clothing labels (Source)
- **Treat dye transfer as a financial risk, not a cosmetic one.** — About $20,000 lost in one documented case (Source)
- **A decorative tag is not a care label.** — 16 CFR Part 423 requires a permanent, legible care label (Source)
- **EU-bound PU tags need fluorine screening.** — PFHxA limit of 25 ppb from 10 October 2026 (Source)
- **Validate the design on a small run first.** — 5 pieces from $12.95 at one online supplier (Source)
- **Budget time for a real sample.** — 7–14 days sampling at one OEM supplier (Source)

Ready to Brief Your Tag Project? ↑

A custom embossed PU tag earns its place when it stays soft, readable, and attached through the life of the product. That outcome comes from a filled-in spec sheet, a production-grade sample, and an inspection against that sample. Price per piece matters less than any of these. For this tag, MOQ, lead time, unit price, and wash performance are confirmed only through a quote and sample testing, never assumed.

Send your vector logo and the completed spec sheet above to request a quote and a production-grade sample.

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[1]Printing Studio: Product page naming knitters, Etsy sellers, craft vendors. ↩

[2]r/knitting: Maker advice on removable leather tags. ↩

[3]Acctrims: Custom leather tags, MOQ 100 pcs. ↩

[4]Chief Labels: Why PU patches fail in production. ↩

[5]Reddit Athleta: Shopper complaint about thick, scratchy tags. ↩

[6]Amazon review: Illegible engraving on dark brown tags. ↩

[7]Leeline Bags: Leather color fastness and dye-transfer loss. ↩

[8]Hoplok: Stamping, embossing, foil, UV, and laser compared. ↩

[9]16 CFR Part 24: FTC Leather and Imitation Leather Guides. ↩

[10]Wunderlabel: Leather, PU, and washable paper specs. ↩

[11]Decrum: Bonded versus genuine leather labeling. ↩

[12]Curtidos Cabezas: Clothing label thickness guidance. ↩

[13]Wunderlabel Canada: Standard leather label sizes. ↩

[14]KMM & Co.: Character limits by tag style. ↩

[15]X post: Maker note on minimum QR code size. ↩

[16]Senior Printer: UV printing versus embossing and foil. ↩

[17]LetterandLeather: Custom die fee and minimum policy. ↩

[18]PurseForum: User reports of heat stamps peeling. ↩

[19]Reddit crafters: Rivet placement concerns on knits. ↩

[20]Acctrims: File formats and dark-label caution. ↩

[21]Leather Crafts International: OEM sampling and approval process. ↩

[22]Kunshuo: Leather label production and inspection steps. ↩

[23]ISO 11640:2018: Leather rub color fastness method. ↩

[24]Leather Research Laboratory: Finish durability test methods. ↩

[25]Szoneier: Leather tag failure modes and tests. ↩

[26]Trustpilot UK: Review reporting short-shipped studs. ↩

[27]Trustpilot IE: Review reporting repeat-order color mismatch. ↩

[28]CBP: Country-of-origin marking for US imports. ↩

[29]DORTEX: Leather and faux leather label pricing. ↩

[30]Contrado: Printed leather swing tag pricing and shipping. ↩

[31]Alight Custom: Knitting and crochet tag listing. ↩

[32]Murdy Creative Co.: Full-grain leather bag tag listing. ↩

[33]Triplicate: US textile labeling and leather patches. ↩

[34]16 CFR Part 423: FTC Care Labeling Rule text. ↩

[35]Textile School: EU PFHxA restriction summary. ↩

Product Option