

**BIG**

Your business's  
best friend for...

**BADGES**



# BIG BADGES

See a full range of  
**fastenings and  
accessories**  
to complement  
your badges at  
[www.big.co.uk](http://www.big.co.uk)

BIG BADGES

## Your loyal **Badge** supplier

We're BIG on all the little essentials — like badges — you need to do business successfully. On the following pages you'll find badges and complete badging solutions that:

- will suit all your people and the places they work in
- communicate with your customers effectively, clearly putting a name to a face for them
- are high-impact and memorable
- protect and enhance your corporate identity and brand
- offer you a highly flexible range of styles, sizes, materials and finishes
- meet your needs, budget and timeline, saving you time, money and hassle
- give you a choice of fastenings, making them comfortable, safe and secure



# Make a BIG Impression

Impress is the ultimate badge for your customer-facing staff. It's handmade, precision engraved, attractive and hard-wearing. It's a modern classic, individually manufactured and ideal for producing in any shape and engraving in any font style, to perfectly match your brand.



Call us  
**020 8614 8881**  
or email  
**sales@big.co.uk**  
or visit  
**www.big.co.uk**

# An **Impressive** range with our BIG digital technology



Our Impress badges come in a range of styles and finishes, allowing you to customise them exactly as required. Functional and stylish, you can opt for badges with just your company name, individual names and titles, or names and logos. Our state-of-the-art **digital technology** also provides you with an unrivalled level of **personalisation** allowing you to include just about any bit of information you want on your badge, anything from high-quality digital imagery to country flags.



## Optional finishing touches

Sparkyl finish



Shaped finish



Our  
personalisation  
options are  
endless  
[www.big.co.uk](http://www.big.co.uk)

Emphasise a unique aspect of your branding: you define the shape and we'll design the badge to match it. Or add depth and a new dimension with a Sparkyl or Semi-Sparkyl finish. Colour-fast and long-lasting, these badges have high-gloss curves and smoother corners.

# Selfit badges **simplicity** itself

Producing large quantities of professional looking, individually personalised, **reusable** name badges can be difficult. Doing so where you have constant staff changes, on the eve of an event, or even on the day itself with last-minute arrivals, can be nigh on impossible. That's why we developed **Selfit**<sup>®</sup>.



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# BIG on great ideas

See a  
full range of  
Selffit® badges  
online at  
[www.big.co.uk](http://www.big.co.uk)

Selffit® badges are completely reusable; they save you time, money and stress while looking like new, time after time.

There's a wide range of badge and window sizes to choose from for complete flexibility, your logo or image is sealed below a protective scratch-resistant surface and there's a unique 'thumb-cut' on the reverse making it **easy to remove and replace inserts**.

#### Other products available:

##### Grande – 95mm x 62mm

window size – 22mm, insert – 24mm

##### MegaTag – 95mm x 62mm

window size – 34mm, insert – 36mm

##### MultiMega – 75mm x 55mm

window size – 34mm, insert – 36mm

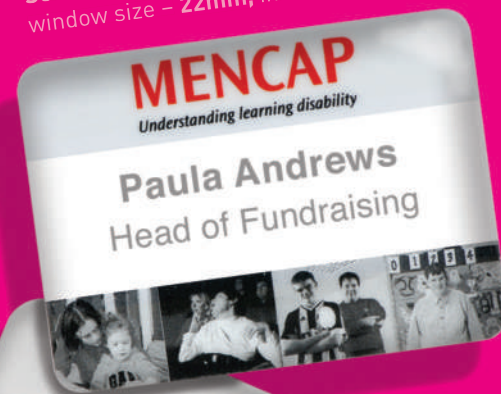
##### Single-/Double-sided Place Card – 74mm x 43mm

window size – 22mm, insert size – 24mm

##### Single-/Double-sided Desk Plate – 200mm x 76mm

window size: 22mm, insert size: 24mm

Selffit® Multiline – 75mm x 55mm  
window size – 22mm, insert – 24mm



Selffit® Doubleline – 70mm x 40mm  
window size – 16mm, insert – 18mm

Selffit® Singleline Sparkyl – 70mm x 40mm  
window size – 10mm, insert – 12mm



Selffit® MultiMega – 75mm x 55mm  
window size – 34mm, insert – 36mm



# About the Selfit<sup>®</sup> System

Our unique, patented Selfit<sup>®</sup> System makes quality badging quick and easy and is all about saving you time, money and hassle.

The Selfit<sup>®</sup> software has been exclusively developed for use with all Windows<sup>®</sup> PCs. It is supplied on CD or can be downloaded from our website at [www.selfitsystem.com](http://www.selfitsystem.com). To produce perfect badges every time, you simply:

- choose your badge style, and your inserts are automatically formatted to size
- type in names or import from an existing database
- design your layout, including importing and manually positioning any logos or images you require
- use any font installed on your computer
- preview a test page to reduce wastage
- use the handy search, find, shrink to fit and name checklist functions



1 Import your data into the software



2 Print out and slide name insert in



3 ...ready to wear professional badging

Download a free demo at [www.selfitsystem.com](http://www.selfitsystem.com)

# The complete **mobile** solution

Just add one of our portable Selfit® printers and name tapes and the system becomes completely mobile; the perfect, on-the-spot badging solution. You can produce last minute badges quickly and simply, anywhere from in store to at a conference. Say cheerio to messy, handwritten badges. With our Selfit® printer, you can produce badges on-site to the same high-quality finish as those produced weeks or days before.



Portable Selfit® printer and name tapes

Our purpose-designed cases make it easy to carry, organise and store your badges



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# InstaCard for a BIG instant hit

**InstaCard™** delivers impact, flexibility and the capability to personalise your own pre-printed or blank plastic card badges in seconds. All this in house and you can include high-resolution text and graphics.

- choose InstaCard™ for single-colour printing or InstaCard™ Plus for full-colour printing
- set up and personalise any number of cards whenever, wherever and for whomever they're needed
- barcodes can be printed, and encoded magnetic strips incorporated onto the card for quick and accurate data capture
- ideal for events, visitor badges and membership cards

See a full range of  
**FASTENINGS &  
ACCESSORIES**  
to complement  
your badges  
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# InstaCard is BIG on making things **simple**

Would you prefer to design and personalise your own badges?

Alternatively, we can provide pre-printed cards designed to your specification and ready for personalisation by you whenever you need them. Whether you need one or thousands of badges, use our Selfit® software to personalise for ease and speed. The stylish InstaCard™ system is supplied with everything you need — printer, cards, ribbons, fastenings and the Selfit® software. It's the total on-site badge production solution.



# So what's the BIG Eye-Dea?

Eye-D badges will protect your business and enhance your image and brand, while saving you money on equipment, staff training and administration costs.

Using the latest digital imaging and printing technology, our Eye-D Bureau Service provides a fast, convenient and cost-effective way of producing security badges. With our unique online solution, you simply upload your photo and badge details into your badge template, pre-designed to your exact corporate specification. You can then proof and approve on screen and your badges are delivered direct to your door within 72 hours. As an added value benefit, we safely and securely hold each card's details on our system to make re-ordering additional badges simple.

See a full range of  
**fastenings & accessories**  
to complement  
your badges  
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# Cast your eye over the benefits of **Eye-D**

- order as few or as many cards as you need, when and where you need them
- there are no additional costs involved, even if you order just one card at a time
- we ensure despatch within 72 hours; simply contact us for more information on our cost-efficient ordering systems
- single- or double-sided photo badges are available
- choose from a wide range of specialist fastenings and lanyards; you'll find our complete range at [www.big.co.uk](http://www.big.co.uk)

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# Metal badges, **BIG** in everything but price

For long-lasting high impact at low cost, our prestigious range of enamel and metal badges is unbeatable.

We've a wide range of finishes and styles to match your exact requirements, so try them for yourself. Ideal:

- as a marketing incentive
- to help increase awareness and sales
- for fundraising for your charity or club
- to reward staff, partners, resellers and customers
- or simply to help build corporate pride



Personalised brushed metal badge

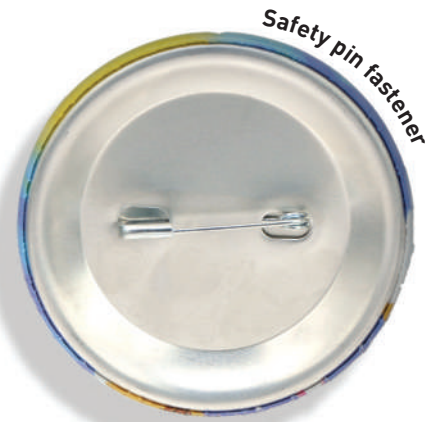


Shaped metal badge



# Need to make a **BIGGER** impact?

Want more power for your promotional pound or more muscle for your marketing campaign? AD Badges are the 24/7, high-impact, low-cost way to catch the eye at a product launch, grand opening or promotional event. They're a walking advert for your business, and they won't break the bank!



# Make your event go off with a **BIG bang**

Our Event Badge is ideal for one-off events, providing you with a high-quality and cost-effective solution without compromising on quality. We give you that added-value initiative that makes your event more successful and less stressful. For example:

- with our digital printing, we can individually personalise every badge, incorporating any event theme or branding you wish
- we can print on the reverse of the badge to remind people of the event schedule, highlighting any key speaker presentations etc.
- we can deliver your badges to you in alphabetical order ready to hand out, saving you a time-consuming search on the day
- we can colour-code the fastening clips to help you quickly and easily identify different groups of people, like delegates or sales staff



# Badges on a **budget**



When you have the problem of badging a large group in a hurry and on a tight budget, but can't afford to compromise on appearance or timescales, then Clearspec is the solution.

We can supply the Clearspec wallets and print the insert sheets with your corporate or event branding, ready for you to personalise with our Selfit® software. Clearspec wallets come in rigid and floppy styles and a range of sizes.

If you prefer, we can supply plain inserts in a choice of colours for you to simply print off when you need them.





# Give your brand a **BIG boost**

To complement your badges, we have a range of great accessories designed to get you noticed. Both functional and stylish, they provide you with a practical way of carrying your badges around and come in a wide range of colours and materials.

Whether it's retractors, reels, carabiners or wrist coils, we've got a solution for you — even stylish neck chains — we can advise you on the best option and have it ready for the event.



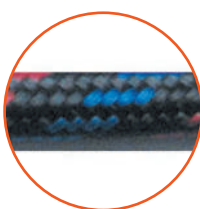
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# We've got the lead on great lanyards

Turn over to find out more about our lanyard finishing options

We produce over 150 million stock and custom lanyards every year. And we're one of the few to manufacture them in our very own premises, so there's no hidden mark-up cost or third-party buy-in. Our range of lanyards come in a wide selection of colours, materials and widths, and can be plain or custom-printed in up to six colours. And if security is important, our unique 'tug 'n' snap' lanyards ensure complete safety.

## 1. Select your lanyard style, size, material & print method



Style:	CLASSIC	OPTIBRAID	OPTIWEAVE	MICROWEAVE	ULTRAWEAVE
Size(s):	10mm	6mm	16mm	10, 16, 19, 25mm	10, 16, 19, 25mm
Print:	1 colour Silk screen	2 colour Silk screen	2 colour Silk screen	4 colour Silk screen or Dye Sublimation	6 colour Silk screen or Dye Sublimation

**Material colours:** All styles are available in black, royal, navy, green, red or white. Or you can use colour from the Pantone® matching system; please contact us for further information.



**OPTIWEAVE** — 2 colour silk screen in orange with swivel hook & mobile phone holder

## 2. Select your finishing options



DETACHABLE  
BUCKLE



CRIMP



SEWN ON



PLASTIC SLIDE



SAFETY  
BREAK-AWAY  
(Black or white)

Did you know  
you can have any  
lanyard matched to  
**YOUR CORPORATE  
PANTONE®  
COLOUR**

## 3. Select an attachment



DETACH™  
SWIVEL HOOK



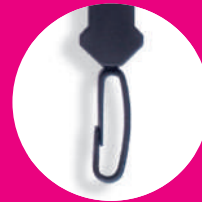
DETACH™  
SPLIT RING



DETACH™  
BULLDOG CLIP



DETACH™  
TRIGGER HOOK



DETACH™  
PLASTIC HOOK



TRIGGER SNAP  
SWIVEL HOOK



SWIVEL  
BULLDOG CLIP



SWIVEL  
METAL HOOK



CELLPHONE  
HOLDER



SPLIT RING



CARD CLAMP



GRIPPER  
(black or white)



PLASTIC HOOK  
(black or white)



PRINTED SLIDERS & BADGE REELS  
Print your logo or message & finish  
with a clear protective dome



Ask your dedicated  
account manager  
which fastening  
is best for you



SELF-ADHESIVE  
JEWELLER'S PIN



SELF-ADHESIVE CRO-PIN



MAGNETIC FASTENER\*



ROTATING CROCLIP



ROTATING FASTENER



BUTTERFLY FASTENING  
& JEWELLER'S PIN

## Fastenings **simple,** safe & **secure**

With all our badges we offer a choice of fastenings and accessories that are simple, safe and secure. Designed to be quick and easy to use, our fastenings are comfortable and convenient, and can be used with complete confidence. For example, our magnetic fastening is a pinless solution that protects clothes, uniforms and fingers from being damaged.

To match our prestigious range of enamel badges and cope with their additional weight, we have a series of easy-to-use metal clips and clasps to choose from.

\*Magnetic fastener precautions: Do not wear against medical advice if you have a pacemaker.  
Always keep the badge magnet a minimum of 15cm from bank cards and any sensitive electronic devices.

# Ordering the **BIG e@sy** way

Call us  
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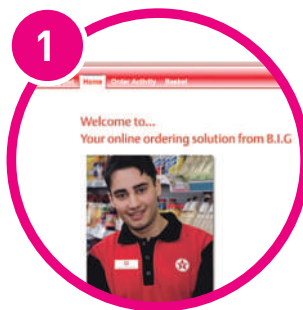
We were one of the first companies in Europe to introduce the online procurement of badges, and now with our e@sy online ordering system, it couldn't be easier.

Our job is to make yours easier and our online ordering system has been designed and created to save you valuable time, money and hassle. What's more, we continue to invest in high-quality technology to ensure we can always provide you with the best badge solutions and ordering systems, including completely bespoke facilities tailored to your exact requirements.

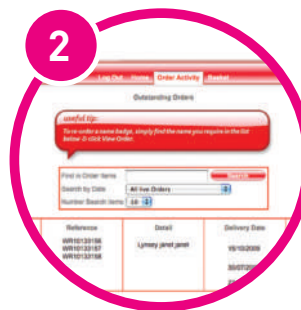
You can order anytime, anywhere and in any quantity.

With our BIG e@sy System you can order your badges at the touch of a few buttons, quickly and simply.

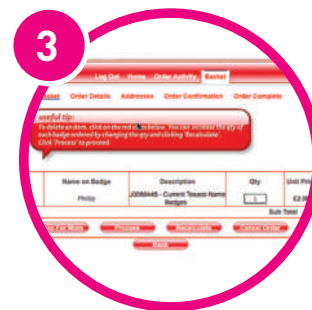
Features such as tailor-made templates and on-screen proofing make the process error-free.



Customer login



Choose your badge



Check out

# Online ordering: it's **BIG** & clever

Our solution will save you time and money as there's no need to raise a purchase order each time you buy, and there are no extra charges for low runs.

Using the BIG e@sy System is simplicity itself. Just log into your customised corporate on-screen template. Key in the names and details (or upload a pre-keyed list), approve the layout on screen and press 'send'. No paperwork, no faxes or emails, no errors, no aggravation!

## The benefits of BIG e@sy are clear:

- fast, simple and more cost-effective
- on-screen approval eliminates paperwork and hassle
- guaranteed error-free as re-keying of details is eliminated
- optional management authorisation control
- online secure login via a unique customer ID
- user-friendly step-by-step procedure
- brand consistency maintained across all staff badges



# Trust us with your **good name**

Our badges are stylish, brand enhancing, cost effective and long lasting. And let's not forget that our systems make the whole process of ordering name badges easy and hassle-free.

"We expect high quality and BIG delivers this. I can happily recommend BIG."

Marketing Manager,  
Goldsmiths Group

"Since using your Selfit® badge system, the time I spend preparing badges has been halved. And the design, service and simplicity are wonderful!"

Event Co-ordinator, National  
House Building Council

"The Selfit® System is an excellent tool for use at events when the odd unexpected guest turns up. With Selfit the badge is produced in seconds."

Marketing Executive,  
Chartered Accountants

"The direct ordering service enables us to place orders from each of our branches straight to BIG."

External Supplier  
Co-ordinator, Clarks

# BIG solutions making life easier

Our online ordering & procurement systems are some of the best in the business.

As we've said, our job is to make yours easier and our online systems for ordering, payment and even building your own business products have been designed and created to save you valuable time, money and hassle.

We understand that although small, your business cards, badges and other accessories can be costly and time-consuming to order. That's why we at BIG will continue to invest in new technology and cutting-edge equipment which ensures, at all times, that we deliver to you high quality products at competitive prices — fuss and hassle-free!





# Give it a go **yourself**

Our online 'Build your own...' systems are great for badges, business cards, calendars and party badges.

It's as easy as...



Build your badge



Add your names and font style



Check out!

**Why not try out 'My Badge Builder' at [www.big.co.uk](http://www.big.co.uk). The benefits are easy to see:**

- high-quality name badges at competitive prices
- ideal for businesses, schools, clubs, societies or social events
- fast delivery in just 3-5 days
- no hidden costs
- no minimum order quantity
- easily upload your logo or image
- wide choice of styles, fastenings & fonts



# Small steps, a **BIG** difference

You can also build your own calendars online, great for special events or adding that extra-special touch to your corporate branding.

With both A4 and desk calendars available, all you need to do is upload your logo, select any photos you'd like to use and click Create!  
A completely customisable solution!

**Check out our Offers section too and take advantage of great incentives such as...**

## Share the love

Why not share our great products with your colleagues? Just put up one of our posters (which we'll supply you) in your office, and you'll get 10% of the value of all orders placed by your company in return. Now that's a result!

With zero risk and great benefits for all involved, our 'Build your own...' systems are ideal for all those smaller business orders or personal 'outside of work' needs.



# Payment made painless

## Call-Off System

Call us  
**020 8614 8881**  
or email  
**sales@big.co.uk**  
or visit  
**www.big.co.uk**

Our Call-Off System enables you to enjoy the significant cost benefits of buying in bulk and then having individual items personalised and delivered as and when you need them. But at no extra charge.

- you decide the volume of badges you need over the next 6 to 18 months
- you will enjoy the cost benefits of guaranteed fixed prices
- it will significantly reduce your paperwork; there's just one purchase order required and one invoice to process and pay
- call-off the badges as and when you need them — even one at a time — at no extra cost
- your orders can be placed from any location direct to BIG
- delivery is then direct to the end users within 72 hours, which is perfect for multiple locations and facilities

# Payment

## the **BIG Admin System**

Our BIG Admin System provides regular monthly invoicing and has all the features and benefits of BIG's Call-Off System. In addition, you receive:

- one monthly invoice to process and pay
- efficient monthly management reports detailing all badge orders, deliveries and personalised information to help you keep track of all company purchases in that month
- the flexibility of multiple location ordering but with central purchasing control



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# Trust BIG

you'd be barking not to

BIG is part of the Brady Corporation. As such we have operations in 22 countries, distribution in over 100 others and have worked for thousands of organisations of every size and in every sector. No matter how big or small your need, we are ready to do business — locally, nationally, internationally and with 24/7 online ordering.

And because of our **BIG Promise**, we believe we're your business's best friend for...

**BADGES** and **BUSINESS CARDS**

**WWW.BIG.CO.UK**





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111 Waldegrave Road  
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TW11 8BB  
UK

**Tel:** 020 8614 8880  
**Fax:** 020 8614 8800  
**Email:** sales@big.co.uk

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A Brady Business

