

KEYRINGS BUSINESS

2024



| THE COMPANY



The **M**-reference keyrings featured in this catalogue are hand made at the company's factory in North East Derbyshire using materials sourced from established suppliers, based mainly in the UK.

The products are marked in-house by either high resolution laser engraving, die stamping or foil blocking. Process printed polycrown emblems are also available for some of the products.

The company's operating philosophy can be summarised in the words of John Ruskin:

"There is scarcely anything in the world that some man cannot make a little worse and sell a little more cheaply. The person who buys on price alone is this man's lawful prey"

John Ruskin 1819 - 1900

The **A**-reference cast alloy keyrings are specially made and imported from the Far East on exclusive agreements. All the products are marked and quality inspected in-house to ensure a high standard of quality is maintained throughout the production process.

The company is a Supplier (B member) of Sedex and our overseas suppliers have been self assessed and evaluated against a code of conduct for Corporate Social Responsibility (CSR), including environmental issues, health and safety, business ethics and labour standards.

MARKING FACILITIES

Laser Engraving

Laser engraving is a non-contact marking process for metal items. An intense beam of highly focused laser energy burns an image into the surface of the product producing an indelible and abrasion resistant finish. It is an extremely accurate process which is capable of reproducing incredible detail. The colour of the engraving varies depending on the surface finish and type of material which is used to manufacture the product.

Polycrown Emblems

Polycrown emblems are digitally process printed onto white or matt silver high tack vinyl with a clear polyurethane dome. Four colour process or solid line artwork can be reproduced very effectively with low origination charges.

Die Stamping

Die stamping is a permanent method of marking stainless steel sheet material using a precision hand made hardened steel die to stamp an impression into the steel using extremely high pressures.

Foil Blocking

Foil blocking is used for marking leather products using a heated magnesium block to stamp a gold, silver or blind embossed image onto the surface of the product.





- ① **A87008 Zonda keyring** in genuine pebble grain black hide leather with a bright chrome pull/twist style mechanism with the option of three small 15mm split ring fittings. Laser engraved and supplied in a recycled PE bubble bag.
- ② **A87008PC Zonda keyring** in genuine pebble grain black hide leather with a bright chrome pull/twist style mechanism with the option of three small 15mm split ring fittings. Fitted with a process printed white or matt silver vinyl polycrown emblem and supplied in a recycled PE bubble bag.

Minimum order quantity 100 units per design.
Marking areas are available on request.



* Laser Engraving Opposite Side

* *Marking the opposite side*

The opposite side of the Zonda keyring can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.

NEW ECO-TULSA



* Laser Engraving Opposite Side

- ① **A87009 New Eco-Tulsa keyring** in silver imitation platinum with a black plant based eco-friendly bamboo leather strap and contrasting stitching. Laser engraved and supplied in a recycled PE bubble bag.

Minimum order quantity 100 units per design.
Marking areas are available on request.

* *Marking the opposite side*

The opposite side of the Tulsa keyring can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.



- ① **A87007 Elite hide oval keyring** in genuine pebble grain black hide leather with contrasting stitching, a brushed stainless steel plate and a flat split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.
- ② **A99039 Elite rectangular keyring** in bright chrome with a brushed stainless steel plate and a flat split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.

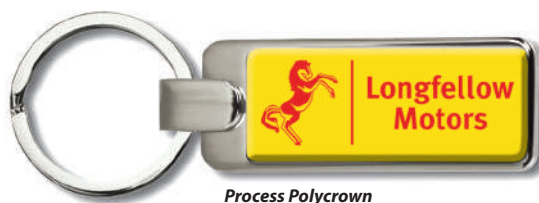
Minimum order quantity 100 units per design.
Marking areas are available on request.

* **Marking the opposite side**

The opposite side of the Elite keyrings can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.



- ① **A87007PC Elite hide oval keyring** in genuine pebble grain black hide leather with contrasting stitching, a process printed white or matt silver vinyl polycrown emblem and a flat split ring fitting. Supplied in a recycled PE bubble bag.
- ② **A99039PC Elite rectangular keyring** in bright chrome with a process printed white or matt silver vinyl polycrown emblem and a flat split ring fitting. Supplied in a recycled PE bubble bag.

Minimum order quantity 100 units per design.
Marking areas are available on request.

* **Marking the opposite side**

The opposite side of the Elite keyrings can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.



Laser Engraved

*** Laser Engraving Opposite Side**

- ① **A87006 Ascari keyring.** High quality strap style keyring in genuine pebble grain black leather with a bright chrome plated shield shape casting and a standard split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.

Minimum order quantity 100 units per design.
Marking areas are available on request.

* **Marking the opposite side**

The opposite side of the Ascari keyring can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.

CARRERA & PREMIUM



① *Laser Engraved*



③



②



* *Laser Engraving Opposite Side*



* *Laser Engraving Opposite Side*

- ① **A99038 Carrera keyring** in bright chrome with a stainless steel plate and flat split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.
- ② **A99038PC Carrera keyring** in bright chrome with a stainless steel plate and flat split ring fitting. Fitted with a process printed white or matt silver vinyl polycrown emblem and supplied in a recycled PE bubble bag.
- ③ **A99007 Premium rectangular keyring** in bright chrome/matt nickel with a flat split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.

Minimum order quantity 100 units per design.
Marking areas are available on request.

* *Marking the opposite side*

The opposite side of the Carrera and Premium rectangular keyrings can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.

SAPPORO LEATHER



①



Laser Engraved



** Laser Engraving Opposite Side*

- ① **A99015HP Sapporo leather keyring** in black, blue, red or green genuine leather with a highly polished bright chrome plated metal casting and a flat split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.

Minimum order quantity 100 units per design.
Marking areas are available on request.

** Marking the opposite side*

The opposite side of the Sapporo leather keyring can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.

TEMPLAR & i-ZU



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Laser Engraved

②



Process Polycrown

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- ① **M11025PC Templar genuine leather keyfob** with a silver nickel plated metal insert and a 28mm standard split ring fitting. Fitted with a process printed white or matt silver vinyl polycrown emblem.

The Templar keyfob can be supplied with contrasting stitching in either red, yellow or white. The minimum order quantity and price is the same as the standard product with co-ordinated stitching.

- ② **A99033 i-zu rectangular keyring** with a genuine leather strap and flat split ring fitting. Laser engraved and supplied in a recycled poly bubble bag.

- ③ **A99033PC i-zu rectangular keyring** with a genuine leather strap and flat split ring fitting. Fitted with a process printed white or matt silver vinyl polycrown emblem and supplied in a recycled PE bubble bag.

Minimum order quantity 100 units per design on the i-zu keyring and 250 units per design on the Templar keyfob. Marking areas are available on request.

Marking the opposite side

The opposite side of the i-zu keyrings can be laser engraved to a grey colour at additional cost. Foil blocking on the opposite side of the Templar keyfob is also available in silver or gold at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.

CLASSIC



Laser Engraved

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Multi-Tone Laser Engraved



Laser Engraved

②



** Laser Engraving Opposite Side*

- ① **A99012 Classic round keyring** in matt nickel with a standard split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.
- ② **A99014 Classic rectangular keyring** in matt nickel with a standard split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.

Minimum order quantity 100 units per design.
Marking areas are available on request.

* *Marking the opposite side*

The opposite side of the Classic keyrings can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.

BONDI

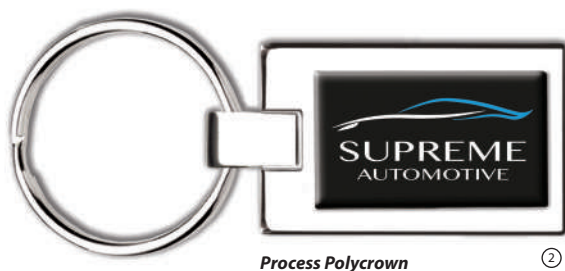


- ① **A97005 Bondi keyring** in bright chrome with a brushed stainless steel plate and a standard split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.

Minimum order quantity 100 units per design.
Marking areas are available on request.

- ② **A97005PC Bondi keyring** in bright chrome with a standard split ring fitting. Fitted with a process printed white or matt silver vinyl polycrown emblem. Supplied in a recycled PE bubble bag.

Minimum order quantity 250 units per design.
Marking areas are available on request.



Process Polycrown

②



Laser Engraved

①



* Laser Engraving Opposite Side

* Marking the opposite side

The opposite side of the Bondi keyrings can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.

CAPSULE



Process Polycrown



** Laser Engraving Opposite Side*



- ① **A87005 Capsule keyring** in bright chrome with a standard split ring fitting. Fitted with a process printed white or matt silver vinyl polycrown emblem. Supplied in a recycled PE bubble bag.

Minimum order quantity 250 units per design.
Marking areas are available on request.

** Marking the opposite side*

The opposite side of the Capsule keyrings can be laser engraved to a grey colour at additional cost.



All of the A-reference keyrings are supplied in individual 50% recycled PE bubble bags and packaged in 90% recycled card boxes of between 50 and 100 units per box, depending on the product.

NEW ORBIT



Process Polycrown



* Laser Engraving Opposite Side

- ① **A99041 New Orbit oval keyring** in matt black anodised aluminium with a standard split ring fitting. Fitted with a process printed white or matt silver vinyl polycrown emblem. Supplied in a self seal poly bag.

Minimum order quantity 250 units per design.
Marking areas are available on request.

* **Marking the opposite side**

The opposite side of the Orbit keyring can be laser engraved to a white aluminium colour at additional cost.

PREMIUM STAINLESS STEEL MEDALLION



Laser Engraved



Die Stamped & Colour Filled



Blind Die Stamped



* Foil blocking under medallion



* Foil blocking opposite side



- ① **M11018HP/DS Large cigar premium medallion keyfob**
in black or dark blue genuine leather with a highly polished stainless steel medallion and a standard split ring fitting. Blind die stamped or die stamped and colour filled.
- ② **M11018HP/LE Large cigar premium medallion keyfob**
in black or dark blue genuine leather with a highly polished stainless steel medallion and a standard split ring fitting. High resolution laser engraved to a dark grey colour.
- ③ **M11021HP/DS Large rectangular premium medallion keyfob**
in black or dark blue genuine leather with a highly polished stainless steel medallion and standard a split ring fitting. Blind die stamped or die stamped and colour filled.

M11021HP/LE Large rectangular premium medallion keyfob
in black or dark blue genuine leather with a highly polished stainless steel medallion and standard a split ring fitting. High resolution laser engraved to a dark grey colour.

Minimum order quantity 500 units new design, 250 units repeat design.
Marking areas are available on request.

The premium medallion keyfob can be supplied with contrasting stitching in either red, yellow or white. The minimum order quantity and price is the same as the standard product with co-ordinated stitching.

* Marking the opposite side

Foil blocking on the opposite side of the leather or under the medallion is available in silver or gold at additional cost. Foil blocking under the medallion is more durable and lasts far longer than on the opposite side which will wear away in time.

ECONOMY STAINLESS STEEL MEDALLION



Laser Engraved

③



Die Stamped & Colour Filled

①



Blind Die Stamped

②



* Foil blocking under medallion



* Foil blocking opposite side



- ① **M11018B/DS Large cigar economy medallion keyfob**
in recycled black or dark blue bonded leather with a brushed polished stainless steel medallion and a standard split ring fitting. Blind die stamped or die stamped and colour filled.

M11018B/LE Large cigar economy medallion keyfob
in recycled black or dark blue bonded leather with a brushed polished stainless steel medallion and a standard split ring fitting. High resolution laser engraved to a dark grey colour.

- ② **M11021B/DS Large rectangular economy medallion keyfob**
in recycled black or dark blue bonded leather with a brushed polished stainless steel medallion and a standard split ring fitting. Blind die stamped or die stamped and colour filled.

- ③ **M11021B/LE Large rectangular economy medallion keyfob**
in recycled black or dark blue bonded leather with a brushed polished stainless steel medallion and a standard split ring fitting. High resolution laser engraved to a dark grey colour.

The Economy medallion keyfob range can also be supplied in genuine leather at an additional cost.

Minimum order quantity 500 units new design, 250 units repeat design.

Marking areas are available on request.

- # The economy medallion keyfob can be supplied with contrasting stitching in either red, yellow or white. The minimum order quantity and price is the same as the standard product with co-ordinated stitching.

* Marking the opposite side

Foil blocking on the opposite side of the leather or under the medallion is available in silver or gold at additional cost. Foil blocking under the medallion is more durable and lasts far longer than on the opposite side which will wear away in time.

ECONOMY PRESSED STEEL MEDALLION



Process Polycrown

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* Foil blocking under medallion



* Foil blocking opposite side



① M11021PSPC Economy polycrown medallion keyfob.

Large rectangular recycled black or dark blue bonded leather keyfob with a nickel plated pressed steel medallion and a standard split ring fitting. Fitted with a process printed white or matt silver vinyl polycrown emblem.

The Economy polycrown medallion keyfob can also be supplied in genuine leather at additional cost.

Minimum order quantity 250 units per design.

Marking areas are available on request.

The economy polycrown medallion keyfob can be supplied with contrasting stitching in either red, yellow or white. The minimum order quantity and price is the same as the standard product with co-ordinated stitching.

* Marking the opposite side

Foil blocking on the opposite side of the leather or under the medallion is available in silver or gold at additional cost. Foil blocking under the medallion is more durable and lasts far longer than on the opposite side which will wear away in time.

STAINLESS STEEL



Blind Die Stamped

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Laser Engraved

③



Die Stamped & Colour Filled

①



* Laser Engraving Opposite Side



**MADE IN
BRITAIN**

- ① **M11006 Small arch shaped stainless steel keyring** with a brushed polished finish and a standard split ring fitting. Die stamped and colour filled or high resolution laser engraved to a grey colour.
- ② **M11008 New Bottle opener stainless steel keyring** with a brushed polished finish and a standard split ring fitting. Die stamped and colour filled or high resolution laser engraved to a grey colour.
- ③ **M11009 New House shaped stainless steel keyring** with a brushed polished finish and a standard split ring fitting. Die stamped and colour filled or high resolution laser engraved to a grey colour.

**Minimum order quantity 250 units per design.
Marking areas are available on request.**

* Marking the opposite side

The opposite side of the stainless steel keyrings can be laser engraved to an iron grey colour at additional cost.

FOIL BLOCKED GENUINE LEATHER



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- ① **M11015 Templar shield shape keyfob** in genuine black or dark blue leather with foil blocking in silver or gold and a standard split ring fitting.
- ② **M11012 Large rectangular keyfob** in genuine black or dark blue leather with foil blocking in silver or gold and a standard split ring fitting.
- ③ **M11013 Large cigar keyfob** in genuine black or dark blue leather with foil blocking in silver or gold and a standard split ring fitting.
- ④ **M11016 Small rectangular keyfob** in genuine black or dark blue leather with foil blocking in silver or gold and a standard split ring fitting.

**Minimum order quantity 250 units per design.
Marking areas are available on request.**

The genuine leather keyfobs can be supplied with contrasting stitching in either red, yellow or white. The minimum order quantity and price is the same as the standard product with co-ordinated stitching.

Marking the opposite side

Foil blocking on the opposite side of the genuine leather keyfob is available in silver or gold at additional cost.

FOIL BLOCKED RECYCLED LEATHER



- ① **M11015B Templar shield shape keyfob** in recycled black or dark blue bonded leather with foil blocking in silver or gold and a standard split ring fitting.
- ② **M11012B Large rectangular keyfob** in recycled black or dark blue bonded leather with foil blocking in silver or gold and a standard split ring fitting.
- ③ **M11013B Large cigar keyfob** in recycled black or dark blue bonded leather with foil blocking in silver or gold and a standard split ring fitting.
- ④ **M11016B Small rectangular keyfob** in recycled black or dark blue bonded leather with foil blocking in silver or gold and a standard split ring fitting.

**Minimum order quantity 250 units per design.
Marking areas are available on request.**

The bonded leather keyfobs can be supplied with contrasting stitching in either red, yellow or white. The minimum order quantity and price is the same as the standard product with co-ordinated stitching.

Marking the opposite side

Foil blocking on the opposite side of the bonded leather keyfob is available in silver or gold at additional cost.

SMALL ARCH CAST ALLOY

- ① **A11006PC Small arch shape cast alloy keyring** in bright chrome with a standard split ring fitting. Fitted with a process printed white or matt silver vinyl polycrown emblem. Supplied in a self seal PE poly bag.

Minimum order quantity 250 units per design.
Marking areas are available on request.



* **Marking the opposite side**

The opposite side of the Arch shape keyring can be laser engraved to a grey colour at additional cost.

INFORMATION

Marking

All products in the catalogue, unless otherwise stated, include marking in one colour one position.

Origination Charges

New die £130.00 per design, subject to the complexity of the design.

Repeat die/set up £13.00 per design.

New block £25.00 per design. Repeat block/set up £13.00 per design.

Laser engraving set up £25.00 per design,

Repeat laser engraving setup £13.00 per design.

Polycrown digital process printing set up charge £20.00.

Repeat polycrown set up charge £10.00.

Origination Filing Period

Blocks and positives for screens will be retained for a maximum period of two years. Die stamps will be retained for a maximum period of four years. If the positive, block or die stamp has not been re-used within the relevant filing period, it will be discarded.

Proofs

A proof will only be supplied on request. Minimum charge for marking in one colour, one position £20.00 plus the cost of origination. Charge per extra colour/design £20.00 plus the cost of origination. If the proof is approved with no alterations, only the repeat origination charge applies to the main order.

Colour Matching

Pantone colours should be provided wherever possible for colour matching purposes. Every effort will be made to match the colour required, however it may not be possible to obtain an exact colour match due to the type of material to be printed.

Quantity Variations

For goods printed or manufactured with a specific logo, we reserve the right to under or over deliver by 5%.

Artwork

Print quality, colour separated artwork is required for screens, blocks and dies which should be supplied in a digital format. If artwork is not supplied in an editable digital format it will be charged at the standard rates detailed below:

Digital Artwork

Digital artwork should be Mac compatible and supplied by e-mail.

The document should be an editable EPS vector file or editable PDF vector file created in either Adobe Illustrator or Freehand with the fonts converted to outlines. Photoshop EPS, Bitmap, JPEG, TIFF or GIF files are not editable, therefore they will incur a charge for converting the design into an editable format.

Standard Charges For Artwork

Artwork and design services are charged at £40.00 per hour and will be quoted on sight of design. Minimum artwork charge: £12.00.

Artwork Filing Period

Artwork and film positives will be retained for a maximum period of two years. If the artwork has not been re-used within the two year filing period, the artwork and film positives will be discarded.

Samples

Samples of any of the items illustrated in the catalogue are available on request and will be charged at the lowest quantity rate for all sample requests over a value of £5.00 including postage costs. Samples are supplied on a non-returnable basis.

Carriage

Carriage is charged extra and deliveries are made by overnight carrier to mainland UK destinations. Special transport arrangements are available on request.

VAT

Value Added Tax is chargeable on all items at the standard rate.

Changes In Specification

We reserve the right to change the specification of any product or material used to manufacture the product when necessary. This may have to be done without prior notification, but will not be to the detriment of the product.

Cancellation

Following receipt of the official order in writing and acknowledgement of the order a contract exists between the Purchasers and the Sellers. The contract cannot be cancelled without the Sellers written consent on terms that will indemnify the Sellers against all loss including charges for origination, work in progress and loss of profits. A minimum administration charge of £10.00 will apply to all cancelled orders, plus any additional charges relevant to the above.

Company Logos

The products illustrating names or trademarks in this catalogue do not necessarily imply that the company has supplied the item to the name or trademark.

Terms & Conditions

Our full General Conditions of Sale are available on request. These conditions outline exclusions of liability.