

KEYRINGS  BUSINESS
2026



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 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 which uses an intense beam of highly focused laser energy to burn an image into the surface of the product producing an indelible and abrasion resistant finish. It is an extremely accurate process capable of reproducing incredible detail. The colour of the engraving varies depending on the surface and type of material used to manufacture the product.

Tonal Laser Engraving

Tonal laser engraving uses different power levels and frequencies for the laser energy to create a contrast in the tones reproduced on the product. It is most effective when used to recreate two colour designs on stainless steel finishes.

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.

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.

ZONDA



- 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.



Process Polycrown

②



Laser Engraved

①



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.

ELITE HIDE



Laser Engraved

①



Process Polycrown

②



Laser Engraving Opposite Side

- 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 **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.

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

Marking the opposite side

The opposite side of the Elite hide oval 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.

ECO-TULSA



Laser Engraved

①



Laser Engraving Opposite Side



- ① **A87009 Eco-Tulsa keyring** in silver imitation platinum with a black 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.



What is bamboo leather?

An eco-friendly plant based material that uses bamboo fibres to create a yarn which is then woven into a soft, but highly durable fabric. It is biodegradable and sustainable.

Marking the opposite side

The opposite side of the Tulsa keyring can be laser engraved to a grey colour at additional cost. Marking is not available on the leather strap.



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.

ECO-LOOP



Blind blocked

Blind blocked Opposite Side

- ① **A87010 Eco-Loop keyring** with a black eco-friendly bamboo leather strap with black stitching and a silver nickel plated press stud fastener. Blind blocked on the leather strap and supplied in a recycled PE bubble bag.

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



What is bamboo leather?

An eco-friendly plant based material that uses bamboo fibres to create a yarn which is then woven into a soft, but highly durable fabric. It is biodegradable and sustainable.

Marking the opposite side

The opposite side of the Eco-Loop keyring can be blind blocked on the leather strap at no extra 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



② Process Polycrown



③ Laser Engraved



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 **A999007 Premium Radius 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 Radius 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



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



① **M11025PC Templar leather keyfob** in recycled black or dark blue bonded leather 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.

The Templar keyfob can also be supplied in genuine leather at an additional cost.

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



Laser Engraved

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

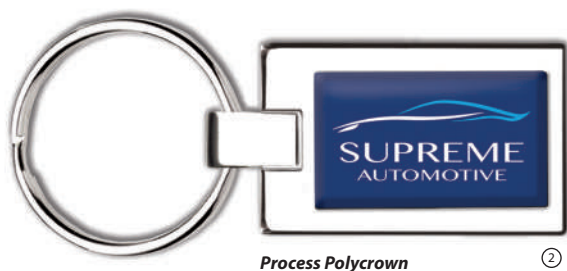


- ① **A97005 Bondi keyring** in bright chrome with a brushed stainless steel plate and a standard split ring fitting. Laser engraved and supplied in a recycled PE bubble bag.

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

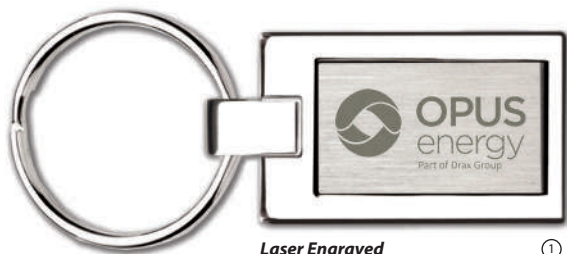
- ② **A97005PC Bondi keyring** in bright chrome with a standard split ring fitting. Fitted with a process printed white or matt silver vinyl polycrown emblem. Supplied in a recycled PE bubble bag.

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.

ORBIT



Process Polycrown



Laser Engraving Opposite Side

- ① **A99041CH Orbit oval 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 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 keyrings can be laser engraved to a grey colour at additional cost.

SMALL ARCH



① Laser Engraved



② Process Polycrown



Laser Engraving Opposite Side

- ① **M11006 Small arch shape stainless steel keyring** with a brushed polished finish and a standard split ring fitting. High resolution laser engraved to a grey colour.
- ② **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 keyrings can be laser engraved to a grey colour at additional cost.

STAINLESS STEEL MEDALLION



Foil blocking under medallion



Foil blocking opposite side



- ① **M11018B Large cigar stainless steel 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 Large rectangular stainless steel 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.

Stainless steel medallion keyfobs 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.

- # Steel steel medallion 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 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.

POLYCROWN MEDALLION



Process Polycrown



Foil blocking under medallion



Foil blocking opposite side



- ① **M11021PSPC Large rectangular polycrown medallion keyfob** in 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.

Polycrown medallion keyfobs can also be supplied in genuine leather at additional cost.

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

- # Polycrown medallion 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 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.

FOIL BLOCKED LEATHER



- ① **M11015B Templar shield shape keyfob** in recycled black or dark blue bonded leather with blind or 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 blind or 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 blind or 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 blind or 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.**

Bonded leather keyfobs can also be supplied in genuine leather at additional cost.

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.