



# S O F T T O U C H

## Customizing Soft-Touch Products

What's great about soft-touch products is that regardless of the starting material (plastic or metal), products can be customized through a variety of decoration processes. From silkscreen to laser engraving to full-color imprints, customers options to choose from when it comes to selecting the soft-touch product and decoration method that's right for them.



Item #FBK available for 4-color or 1-color decoration.

## The Soft-Touch Effect

A soft-touch product finish not only provides a soft-feel or rubberized texture when physically held, but it also affects how the item reflects light and is visualized, giving it a significantly softer, matte appearance.



A full-color imprint on a matte soft-touch vs. glossy pen cap (item #LNH-C and #LWF-C).

“I advise my clients to always look for things that make your promo [product] different. Which is especially important for trade shows where there could be 10 booths offering a similar giveaway.” –Len M.

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