



UNCOVERING THE MYSTERY OF ORDERING A BLACKINTON® BADGE





[Click here, to get back to questions](#)

Demand

If you are looking to create a demand for badges see our Blackinton® Badge Selling Solutions flyer offers some creative badge selling ideas to get your customers thinking beyond the duty badge.

- Credentials for large conferences, great sponsorship idea.
- Fundraising for fallen officer(s), or departments, events etc.
- Anniversary of a city, department, association, etc...
- Special event, sports event, inauguration etc...

Why Blackinton®

Some quick hitting selling points.

- **Made in USA**, All our badges are manufactured under 1 roof in Massachusetts.
- **Order capacity**, we can easily handle orders and reorders from 1 badge to 1,000's of badges.
- **Superior quality**, art, die making, and product finishing work together to create a product that lasts, and that we stand behind with a lifetime warranty against manufacturer defects.
- **Green operations**, 100% recycling of all waste water on the premises. On-site solar field reducing our consumption from the grid by 50%.
- **Security**, the only badge manufacturer in the world authorized and technologically advanced enough to offer badges with SecureShift® anti-counterfeiting color shifting enamel, and Smart-Shield® RFID chip embedded in the badge enabling a wide range of security features.

Budget

First thing is determining what budget and time line the individual is working within and if they are looking for a catalog badge or custom. See our Commemorative Badge Flyer which breaks down three variations of ordering a badge with Blackinton®.

1. Personalized catalog badge which is the most economical and fastest. If they would like a custom seal with a minimum order of 25 badges the seal is FREE! 3-4 weeks.
2. Semi-custom which is mid-tier utilizing existing dies, with one custom applied panel, order > 50 badges and the panel die charge is waived. 4-5 weeks
3. Custom, the sky is the limit as far as design. Die charges will be incurred but all artwork is free of charge. 6-8 weeks

Style

- What style (Blackinton® catalog number) badge are they looking for or is it custom?
 - **If not custom** - If customer does not know style number - go to [our website, www.blackinton.com](http://www.blackinton.com) and go to products and see if you can find the style number, or take a picture and contact Customer Service for guidance.
 - **If they are looking for a custom** badge get artwork showing the graphic element(s) they would like incorporated in the badge (logos, patch image etc.) The image should be a high resolution 400 dpi vector image. Preferred file formats are: .bmp, .psd, .ai, .pdf. If the image is a building or landmark please ensure the picture is taken at the angle you are requesting with as few obstructions as possible. Call your [Regional Sales Manager](#) to get design started.



[Click here, to get back to questions](#)

Pricing

- How to price a badge is a very common question.
 - **First:** Identify the Blackinton® badge style number.
If you do not know the style number take the following steps to identify it.
 - 1) Look in our catalog
 - 2) Go to our website to identify it, (www.blackinton.com)
 - 3) Find out if it is a competitors badge and try to determine their style number.
 - 4) Take a picture of the badge and send it in to your sales representative.
- Blackinton® badge pricing is driven by our style numbers and the finish of the badge. You can find pricing online, on the wizard ordering system, in the price book, and we have developed a price look-up in excel.
 - **ONLINE:** to find pricing go to www.blackinton.com, and go to products on the menu, look up a badge by style number, and once on the badge scroll down to see all the finishes the badge is available in and the pricing.
 - **PRICE LOOK-UP:** excel spreadsheet allows you to search by style number. Contact your Blackinton® representative to receive a copy of this spreadsheet.
 - Or look in our price book or in the Wizard ordering system.
- Our published prices are Suggested Retail, and your cost for badges is 50% off suggested retail.

Pricing Add-Ons










- In the beginning of our price book you will see a listing of our badge add-on costs, but the two most common are Seals and Enamel.
 - **SEALS:** Our higher end finishes (Hi-Glo®, Rho-Glo®, Two-Tone, VHB KK®) include full and one color seals. All other finishes incur an add-on cost see below:
 - One color seal add-on cost is \$3.00 (retail)
 - Full color (any seal with > one color) seal add-on cost is \$5.00 (retail)
 - **ENAMEL:** Our higher end finishes (Hi-Glo®, Rho-Glo®, Two-Tone, VHB KK®) include hard fired enamel. Other finishes incur an add-on cost see below:
 - The add-on cost to add Hard enamel to a badge is \$5.00 (retail)

Quantity Discounts

- What quantity are you looking for?
We offer quantity discounts the same style badges if they are ordered on the same PO#. You can mix finishes, titles, and numbers only - Not names; i.e., John Smith or styles.
 - 1-12 Badges = Net
 - 13 - 24 Badges = 5%
 - 25-49 Badges = 10%
 - 50-99 Badges = 15%
 - >100 = 20%










[Click here, to get back to questions](#)

Finish

Finish	Color	Electroplate/Base Material	Hardness/Durability	Life-Time Warranty	
				Finish	Manuf. Defect
“SILVER” LOOKING FINISHES					
Nickel	Silver 	Nickel solution applied by electroplating to base metal	Fair strength, may loose luster with age	No	Yes
Rhodium	Brilliant White 	Platinum precious metal group applied by electroplating over bright nickel base	Tarnish resistant will not discolor or peel	No	Yes
Rho-Glo®	Highly polished silver 	Base material with solid silver color throughout, requires no surface plating. Brilliant luster.	Very Durable	Yes	Yes
Silver Oxide	Antique Silver 	Any base material heavy plated silver, oxidized than hand rubbed off leaving the appearance of natural oxidation from age. *Regular enamel and plain seal standard **NON-STANDARD FINISH	Lacquered for durability	No	Yes
Nickel Oxide	Antique Nickel 	Any base material plated nickel, oxidized, and then rubbed off leaving the appearance of natural oxidation from age. * Regular enamel and plain seal is standard. NON-STANDARD FINISH	Lacquered for durability	No	Yes
“GOLD” LOOKING FINISHES					
Gold Plate	Bright Gold 	22K+ fine gold electroplate applied on base material	Tarnish resistant will not discolor or peel	No	Yes
Hi-Glo®	Highly polished gold 	Base material golden color throughout, requires no surface plating. Brilliant luster.	Very Durable	Yes	Yes
VHB KK®	Rich Bright Gold 	Heavy gold electroplate (HGE) 24K+ fine gold plate. Applies uniformly thick coating of high karat gold.	Tarnish proof and purer and more durable than gold plate	Yes	Yes
“MORE THAN ONE” FINISH					
Two-Tone and Tri-Tone	Shown silver on gold 	Combination of gold, silver, gunmetal colors. * Hard enamel and full color seal are standard. Two-Tone is standard, Tri-Tone is not (3 finishes)	Very durable	Yes	Yes

[Click here, to get back to questions](#)

Finish

Finish	Color	Electroplate/Base Material	Hardness/Durability	Life-Time Warranty	
				Finish	Manuf. Defect
“ANTIQUE” LOOKING FINISHES					
VHB Bronze	Bronze 	Base material blackened and hand rubbed leaving natural oxidation appearance.	Lacquered for durability	No	Yes
Rose Gold	Antique gold finish 	Darkened gold electroplate base material hand rubbed	Tarnish resistant will not discolor or peel	No	Yes
Chocolate Bronze	Antique Chocolate 	A base material, hand rubbed to create the appearance of a chocolate antique finish. *Regular enamel and plain seal is standard. NON-STANDARD FINISH	Lacquered for durability	No	Yes
Green Bronze	Antique Brass 	CDA 260 brass oxidized, and rubbed off to create the appearance of a natural oxidation from age in a green tinted bronze finish. *Regular enamel and plain seal is standard. NON-STANDARD FINISH	Lacquered for durability	No	Yes
“COLORED” FINISHES					
VHB Black	Subdued Black 	Subdued black finish over a base material, minimal reflection	Lacquered for durability	No	Yes
Gunmetal	Charcoal 	Charcoal finish features a hint of blue, and unlike the matte finish of VHB Black, Gunmetal has a slight sheen. *Regular enamel and plain seal is standard.	Lacquered for durability	No	Yes
Pink	Breast Cancer Pink 	Created for our Breast Cancer line. Bold pink finish is over applied over a base material. * Regular enamel and plain silver seal is standard. Can’t take hard enamel	Lacquered for durability	No	Yes
Kelly Green	Green 	Kelly green was created for Irish public safety professionals. Green finish over a base material. Regular enamel and plain green seal or gold rim standard. No Hard	Lacquered for durability	No	Yes
Violet and Autism Blue	Blue & Purple 	Blue was created for Autism Awareness, and violet for domestic violence awareness. Color over a base material. Regular enamel and Rhodium seal standard. Can’t take hard enamel.	Lacquered for durability	No	Yes

[Click here, to get back to questions](#)

Badge Back Options

- What type of badge back would you like? (some badges can only be shell or solid this is based on their construction. Page 3 of the price book explains the coding type for back specifications.



Shell Back, is a lighter weight badge great for hats. More detail can also be worked into the front of the badge as less material is pressed. Code type B, in the price book, may be struck solid for an extra \$10, type D is shell back only.



Solid Back, has a heavier feel as more material is used, it is more durable, and recommended if looking to engrave names, numbers etc on the back of the badge. Code type A in the price book means a badge only comes in solid.

- Flat Badge**, Many of our badge style come with a Dap (a roundedness - convex shape) which works well with a safety catch. Flat is recommended for wallet badges.

Attachment

- What type of badge attachment?
 - Pin/Safety Catch** - Typically used for applying to uniform shirts or coats.
 - Wallet Clip** - Looks like a money clip, slimmer fit and exclusively used with wallets.
 - Screw Back** - Used for hats / caps not used for uniform shirts. One or more posts with a narrow screw nut that tightens.



Safety Catch



Wallet Clip



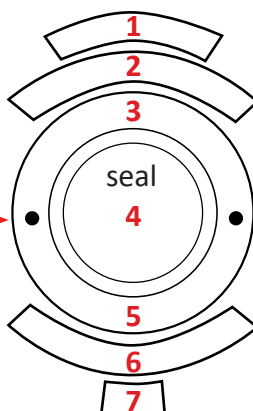
Screw Back

Engraving

- Many badges have panels in which our customers can personalize their badge(s) with engraving; i.e., department, name, title, badge number, etc.
- The seal is always panel #4, and the panels count out backwards from the seal. If your customer does not want engraving on a line you should put the words BLANK on the order form for that particular panel.

TEXT SEPARATOR

On circular panels you can indicate wanting a circle or star engraved as a text separator. ★ ●



1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____
7.	_____

[Click here, to get back to questions](#)

Panels

- An **Incised panel** is one that is engraved and color is placed in the letters.
- A **Reversed panel** is one that has color flowed into the panel and the letters are the color of the metal. A reversed panel does not have engraved letters, the letters are in the die of the panel.
 - Standard enamel with nickel, rhodium, and gold plated badges.

ROMAN FONT



BLOCK FONT



Seals

Do you want a plain seal, one color seal, or full color seal?

- If your customer wants a custom seal and they order more than 25 badges the cost of the seal die is free. A modeled plain seal does not fall into our free seal program. A modeled seal is a three dimensional seal like the ones to the right.
- If the department is ordering a custom seal for a breast badge it is important to find out if they have, or plan to order, cap or wallet badges. A cap and wallet badge generally take a smaller seal than a breast badge. Knowing this up front will help influence design so it works with all size seals.

EXAMPLE OF
MODELED SEALS



Plain Seal, a seal with no color. Free with all badge finishes.



One Color Seal, a seal with one color - generally around the rim of the seal. This is free with high-end badge finishes; i.e., Hi-Glo®, Rho-Glo®, Two Tone, and VHB KK® - all other finishes incur a \$3.00 retail add-on charge.



Full Color Seal, a seal with two or more colors- this is free with high end badges; i.e., Hi-Glo®, Rho-Glo®, Two Tone, and VHB KK® - all other finishes incur a \$5.00 retail add-on charge.

Blackinton® Contacts

- **Customer Service:** First point of contact call for assistance writing up orders, general product questions, or when you don't know who else to call! (800) 699-4436 and pick your state.
- **Inside Sales:** Assistance with orders > 100 badges, when art and design work is needed / tools and dies, and concerning new products. (800) 699-4436 and pick your state.
- **Regional Sales Manager:** Bid spec evaluation and pricing, joint sales calls with outside sales, coaching your sales staff, and program development to help land new departments.

[Click here, to get back to questions](#)

Choosing Color

What type of enamel would you like on your badge?

- **Plain**, is no color this is typically found on badges with raised lettering or no lettering.
- **Regular Enamel**
 - Paint is flowed then wiped out - letters are not flush with metal you can feel indentation.
 - Standard enamel with nickel, rhodium, and gold plated badges.
- **Dura / Hard Enamel**
 - Color is flowed until lettering is completely filled then stoned down - letters are flush with metal.
 - Standard with high-end badges, Hi-Glo, Rho-Glo, Two Tone, and VHB KK
- Standard colors for badges are: Blue, Black, Red, Green, Brown, White lettering
- **Seals & Commendation Bars** - Below are the colors available for seals and commendation bars - these colors should be ordered by style number.

 DR 5-2 Wizard Purple	 DR 5-33	 DR 6-6	 DR 6-5 Wizard Lt. Blue	 DR 6-8	 DR 6-63
 DR 6-17 Wizard Blue	 DR 6-73	 VHB-32	 VHB-23	 VHB-48	 DR 7-4 Wizard Br. Green
 DR 7-6	 DR 7-5 Wizard Green	 VHB-68	 VHB-103	 DR 2-3	 VHB-52
 DR 2-64 Wizard Yellow	 VHB-72	 DR 8-2	 DR 8-1 Wizard Brown	 VHB-33	 VHB-9
 VHB-59	 VHB-2	 DR 4-6 Wizard Red	 VHB-44	 VHB-111	 DR 3-3 Wizard Orange
 DR 3-4	 VHB-104	 DR 9-3	 DR 9-2 Wizard Gray	 Black Wizard Black	 White Wizard White



Please refer to the Blackinton® Color wheels to see all the standard color offerings at Blackinton®. If you do not have a color wheel you can request one through your customer service contact.



[Click here, to get back to questions](#)

Questions to ask your customer to help make ordering a Blackinton® badge easier.

QUESTION	ANSWER
Are you looking to design a new badge or are you looking for one of our catalog styles? What style number? Click here to visit web listing.	
When do you need your badge? If you need the badge before our typical 4 week turn-around are you willing to pay expediting costs?	
If you would like a new design do you have a logo, patch, graphical elements you would like included in the design? If so please provide a high resolution image at least 400dpi. Click here for more information	
How many badges are you looking to purchase? Click here to see quantity discounts.	
What will the badges be used for? Duty, celebration, dress, etc...?	
Are you looking for a shell back or solid back badge? Click here	
Would you like a flat badge? Click here	
What finish do you want on the badge(s)? Click here	
What type of attachment would you like on the badge(s)? Click here	
What would you like engraved on the badge? Click here Panel 1 Panel 2 Panel 3 Panel 5 Panel 6 Panel 7	
Do you want the text to be Incised or reversed? Click here	



[Click here, to get back to questions](#)

QUESTION	ANSWER
If ordering more than one badge will there be multiple titles/ranks ordered?	
What is the longest title/rank that will be requested?	
If engraving on a circular panel would you like text separators? If so a star or dot? Click here	
Would you like BLOCK font or ROMAN font?	
What type of enamel do you want Hard or Regular? Click here	
What Blackinton® color would you like used for the engraved lettering? Click here	
If you want a center seal with this badge do you know the style number of the seal? If not please describe the seal; i.e., state, symbol, etc...	
Do you want a plain seal, rim (one) color seal, or full color seal? Click here	
If it is a one color seal what blackinton color do you want used? Click here	
If you are looking for a custom seal do you have an image, patch, or idea of what you would like? If so can you provide a 400dpi high resolution image? Click here	
If you are ordering a custom seal for a breast badge will the department be ordering cap or wallet badges?	
Would you like to purchase a badge case or wallet with the badge and if so what style number?	
Would you like us to ship the badge to you in the case/wallet?	
How to determine pricing for the badge. Click here	