



PROUDLY
MADE IN THE
USA

Custom Minting 2015

***When you don't want
to get lost in the crowd.***



1.800.328.3692

www.wendellsinc.com

PPAI 113280

ASI 96450

UPIC Wendells

SAGE 54418

Ordering Medallions

1. Build your Concept

We take great care in the design of the custom tooling that will create your coin or medallion. Our artists have years of experience creating beautiful sculpted detail from the photographs, illustrations and concepts you submit. To assure your complete satisfaction you will receive a three dimensional rendering of the design for your approval prior to production.

The 3 Levels of Tooling Design:

Single face price range as noted

Text 195-250.00 (z)

A text design uses common fonts. The text becomes a 3-dimensional element in itself, and is a solid way to add strong emphasis to your message.

Logo 295-395.00 (z)

A logo design incorporates art types, shapes, depths, shading and other methods to replicate a corporate logo or character image.

Sculpted 400.00 and up (z)

Our artists will create a sculpted design to bring exceptionally fine detail and an impressive bas-relief impression to your medallion.

The size of the product and complexity of the design will determine the final tooling cost.

2. Choose your Material

Pick one of our assortment of available materials or mix-and-match to suit your event. We can apply your tooling to any of our materials, allowing for special runs of fine metal medallions or key tags.

.984"

3. Select A Size

Consult your sales professional for sizing and pricing options available to match your design. Pricing and detail vary by gauge- -relative thickness of the struck material. Use the guide below to estimate thickness of your final medallion.

1-5/16"

4. Select A Finish

Standard finish on quality minted coins, key tags and medallions is a bright natural coin finish. All of our finishes include coating with a durable baked lacquer which protects the beauty of the design. Tokens are natural metal; no additional finish is applied.

Kalodization is a color coating option for Aluminum coins only.

1-9/16"

39mm

1-15/16"

How Will It Ship?

The default packaging of your order is dependant on a number of circumstances. Your Consultant will be able to provide you with accurate information after factoring in the material, size and shape of your minted order. For reference here are examples of the packaging used on our minted products. Contact your Sales Professional to determine what packaging is right for you.



Poly Bagged



Roll Wrapped

Minting Gauges

	GAUGE	IN.	IN DEC.	MM
—	14	1/16"	.064	1.588
—	12	3/32"	.080	2.381
—	10	7/64"	.101	2.778



Custom Dies

Custom Minted Military medallions follow special pricing for die costs to the benefit of the standard, product unique production quantities.

Stock Dies

Stock dies from Wendell's Stock die library may be used at no extra charge.

Painting

Brilliant durable paint is a wonderful option that will add beauty and value to your coins.

Edge Treatments

Rope Border or Diamond Faceting are available for military medallions along with the standard smooth or ridged edging. Please allow 15 days extra lead time for these options.

Fine Metals

24 kt Gold or .999 fine silver can be plated onto the base medallion or struck as separate commemorative pieces. Material charges apply.

Military Stock Dies and Challenge Coins

The full library of Military Stock Designs are available for any customer to use. Wendell's holds no responsibility over the unauthorized usage of service logos; it is the responsibility of the customer to secure appropriate usage from the service branch for these general designs, if required.

Challenge coins are medallions which represent a specific unit, command or accomplishment. These coins are generally personalized on at least one side and painted to match the unit's colors. Wendell's maintains accurate and approved insignia for all branches of service and can help the customer secure the correct imagery for unit regalia and image standards from the Institute of Heraldry or other government agency.

Preferred materials for Challenge Coins and Military Medallions are 10 Gauge Bronze, Nickel Plated or NiCodium, sized to 1-1/2", 1-9/16" or 1-15/16" with antiqued finish. Special edge treatments and ordering options are available; see the Challenge Coin page for more information.

Bronze

Bronze is THE CLASSIC of minting materials for over 2,000 years. With careful preparation and production bronze material forms with amazing detail and is as durable as it is beautiful. It is a small wonder that Bronze has been the material of choice for sculptors through the ages. Bronze coins may also be finished in Satin or Antique to further enhance the details of your design.



Copper

Copper radiates rich beauty in each level of relief, in bright, satin or antique finish. Few materials convey the unique feel of rich history like a copper minted coin.



Nickel Silver

Nickel Silver Finish adds elegance and prestige to your design with the beauty of silver and lasting durability. The Nickel Silver finish is available in bright, satin or antique.



Make it a Key Tag

Extend the value of your minting project. Your tooling will also produce beautiful key tags.

Contact our minting consultants for more information.



NiCodium

NiCodium is a truly unique material. When minted with a process developed by Wendell's, NiCodium yields a beautiful silver finish with crisp detail. NiCodium has the look of pewter and can be furnished in bright, satin and antiqued finish.



Aluminum

Aluminum, an efficient and effective medium for point of purchase, redemption and high volume marketing. Aluminum may also be finished with beautiful color anodizing for eye-catching results. The natural finish for aluminum is bright silver. Aluminum may also be anodized in Green, Red, Purple, Gold, Blue or Natural.



Cladium

Custom Tokens

New for 2008, Cladium brass and nickel finish tokens. These special finish tokens are amazingly durable with a lasting shine. Economically priced, phenomenally bright; a brilliant choice.



Key Tags & Awards

Create a beautiful key tag using the same tooling, material and finish options as our custom coins and medallions. Nickel Silver finish is an option on many sizes, call for information. Choose from our assortment of key ring options or select a neck or pin drape to create custom recognition awards for any type of celebration. A wide variety of neck ribbon options are available as well as many other presentational possibilities.

State Quarter Designs

Available in 1-9/16 coin or keytag

Contact our minting consultants for more information.

Also Consider **Precious Metals**



.999 Fine Silver

24k Gold Plate

& **Special Shapes**

Call for Information



Order Acknowledgement

Orders will be confirmed within 24 hours of purchase order receipt. The confirmation will detail the order specifications, pricing and delivery. Confirmation will be sent via email unless otherwise specified.

Trademarks and Copyrighted Images

It is the customer's responsibility to secure permission for the usage of any trademarked or copyrighted material prior to submitting the artwork for design or a coin, key tag or medallion.

Digital Proofs

You will receive a digital proof of your designs prior to the production of tooling. Please review this carefully prior to approval. It is our objective to faithfully reproduce your design and welcome your inspection and critique of the artwork rendition.

Custom Tooling Charge

Your design will be carefully sculpted into tool steel which is engineered to withstand the shock and pressure of the minting process. All tooling is maintained at the factory for five years. The factory assumes all responsibility for safe keeping and maintenance. Tooling that is not used after five years is considered obsolete and destroyed.

Packaging

1 inch and 1 5/16" are roll wrapped for protection. 39 mm, 1 9/16" & 1 15/16" coins and all key tags are individually poly bagged for protection.

Catalog Pricing

All pricing shown is subject to change without notice. All quotations will be valid for 30 days from the date of quotation unless renewed.

Artwork

For best results in prepared artwork please submit your files in the following formats: .TIF, .EPS, .PDF (vector) or .AI. For orders requiring photographic reference the image may be submitted in .JPG format, preferably at a higher resolution.

Artwork Assistance

Artwork creation and modification service is available at an hourly rate.

File Transfer and Artwork Submission

Artwork may be submitted via email, FTP or CD via post mail. Our preferred method of file transfer is email for non-compressed artwork smaller than 4MB; for larger files please contact a service representative for alternate methods.

Returns And Adjustments

The sales and production processes used are designed to avoid errors. We stand behind the integrity and accuracy of every order and will replace any products incorrectly manufactured.

Stock merchandise will be accepted for return only with prior authorization. Returns on stock items are subject to a 15% restocking fee.

Overruns/Underruns

Every attempt to ship the exact quantity ordered will be made. We reserve the right to ship 3% overrun.

Production

Production lead-times vary. We will always do everything possible to satisfy the production lead-time requested. It is our policy to avoid charging for rush service, however costs outside of the normal production process such as overnight service on foil or lead proofs will be charged.

Shipping

All shipments are FOB factory. Shipping is prepaid and added to the invoice. All products are carefully packaged and shipped in appropriate cartons to assure safe transit to the desired destination. Responsibility for the merchandise is transferred, with the proper acceptance of goods by a recognized carrier. All claims for lost or damaged merchandise resulting from the shipping negligence must be made by the receiving party with the appropriate shipper.

Multiple Destinations

When the total order is shipped to multiple destinations at one time, a \$5.00 (Z) Charge per Drop-Ship destination applies.

Digital EPS (vector) files produce the best results for logos and symbol based artwork and reduce processing time. For EPS formatted files please be sure to outline all text before sending. TIF (raster) or high resolution JPG files serve as a great base for more sculptural designs, but will require additional processing to create production ready art.

Scannable artwork may be submitted via postal mail. Please be sure to properly protect your artwork from potential damage from postal machines by "sandwiching" the art between two pieces of sturdy cardstock. Our general policy is to return artwork only upon request so please specify to your sales representative at the time of ordering if you would like your artwork returned.

Customize & Impress

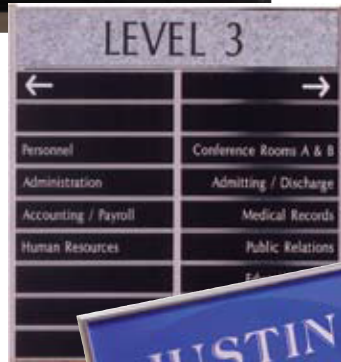
Custom Build Name Badges & Interior Signage

*The perfect accessories to
match any event or venue*

Color coordinate and enhance your space with the perfect signage or namebadge program. We offer unique & scalable solutions to meet any situation with fast delivery and absolute visual excellence.

**We Also
Make Custom
Stamps!**

For Easy, Instant
Personalization!



**Standardized Stock
Options Also Available**

**Attractive Signage at a
Very Affordable Price!**

Build Lasting Relationships with **WENDELL'S**

Name Badge Fulfillment Program

– Tools to Grow Your Business!



- ★ **No Inventory:** Badges are produced On-Demand - there is no investment needed for inventory!
- ★ **Volume Pricing:** Pricing is set based on Annual Volume.
- ★ **No Minimum Order:** Badges can be ordered in any quantity.
- ★ **Sales Support Materials:** Customized Sell Sheets, Digital Order Forms and catalogs, with your own logo, assist you in turning an opportunity into reality.
- ★ **Accuracy:** Part-numbers are established for each unique item to support fast and consistent fabrication. Program products ship within 48 hours of order receipt.
- ★ **eStore Integration:** Convenience and control is achieved with secure transactions such as web-based intranets, cxml transmission, EDI, and Online SRM punchouts.
- ★ **Convenient Ordering Media:** From online to traditional fax forms, ordering is made easy by tailoring each system to capture crucial routing information.
- ★ **Consolidated Invoicing:** Summarized weekly, bi-monthly, or monthly reports minimize administrative processing time for high-volume programs. We accept all forms of payment.

Have no more worries as each order is processed fast, consistent and with less paperwork. Once a program has been set up on "auto-pilot", they become a nice annuity or cost-savings opportunity for your business and open up more of your precious time and resources.

Check Wendell's out at www.wendellsinc.com or call 800-936-3355 to set your stamp, sign and badge programs up for success!

Stock Signage (c)

Standard Desk & Wall Signs

To order nameplate insert only: Add "R" to end of item number. (ex. ND28R)

Item #	Size	Price
N108 (Desk)	2" x 8"	17.50
N712 (Desk)	2" x 10"	20.90
N106 (Desk)	1" x 6"	11.90
N188 (Desk)	1" x 8"	12.90
N116 (Wall)	1" x 6"	11.90
N118 (Wall)	1" x 8"	12.90
N713 (Wall)	2" x 8"	17.50
N714 (Wall)	2" x 10"	20.90

Stock Signage (c)

Designer Desk & Wall Signs

To order nameplate insert only: Add "R" to end of item number. (ex. ND28R)

Item #	Size	Price
ND28 (Desk)	2" x 8"	17.50
ND210 (Desk)	2" x 10"	20.90
NW24 (Wall)	2" x 4"	11.90
NW28 (Wall)	2" x 8"	17.50
NW210 (Wall)	2" x 10"	20.90
NW48 (Wall)	4" x 8"	25.90
NW88 (Wall)	8" x 8"	44.90
NW1212 (Wall)	12" x 12"	87.90

Stock Signage (c)

Walnut Block Signs

Item #	Size	Price
N310 (Plastic)	2" x 8"	29.90
N311 (Plastic)	2" x 10"	32.90
N308 (Brass)	2" x 8"	45.90
N309 (Brass)	2" x 10"	48.90

Economy Signage

(8C)

	3"	4"	5"	6"	7"	8"	10"	12"
1"	8.90	9.00	9.20	9.40	9.60	9.70	10.90	13.90
1.5"	8.90	9.00	9.20	9.40	9.60	9.80	11.90	16.90
2"	8.90	9.00	9.20	9.40	9.60	9.90	12.90	17.90
4"		11.90	13.90	16.90	19.90	23.90	28.90	31.90
6"				25.90	27.90	30.90	35.90	42.90
8"						39.90	47.90	53.90
10"							62.90	72.90
12"								81.90

Namebadges

Full Color Name Badges

Item #	Size	5	10	15	25	50	100
FCP-A	2.125 X 3.375 X .030	6.45	5.95	5.45	4.95	4.85	4.45
FCP-B	2.125 X 3.375 X .060	7.45	7.15	6.70	6.15	6.10	5.60
FCP-C	1.50 X 3.0 X .060	7.45	7.15	6.70	6.15	6.10	5.60
FCP-D	2 X 3 X .060	7.45	7.15	6.70	6.15	6.10	5.60
FCP-E	Oval 1.75 X 2.75 X .060	7.45	7.15	6.70	6.15	6.10	5.60
FCP-G	Mag Stripe (HI) 2.125 x 3.375 x .030	7.10	6.75	6.25	5.70	5.65	5.20
FCP-H	Mag Stripe (LO) 2.125 x 3.375 x .030	7.10	6.75	6.25	5.70	5.65	5.20

Executive Name Badges

Item #	Size	5	10	15	25	50	100
EXE-B	2.125 X 3.375 X .030	7.45	7.15	6.70	6.15	6.10	5.60
EXE-C	1.50 X 3.0 X .060	7.45	7.15	6.70	6.15	6.10	5.60
EXE-E	1.75 X 2.75 X .060 Oval	7.45	7.15	6.70	6.15	6.10	5.60

Imprinted Name Badges

Item #	Size	25	50	100	250	500	1000
DP-1	3/4" x 2 3/4"	4.28	3.25	2.45	2.28	2.08	1.93
DP-2	1 1/4" x 2 3/4"	4.28	3.25	2.45	2.28	2.08	1.93
DP-3	1 1/2" x 3"	4.28	3.25	2.45	2.28	2.08	1.93
DP-4	2 1/8" x 3 3/8"	4.28	3.25	2.45	2.28	2.08	1.93
DP-O	1 15/16" x 2 15/16" Oval	4.28	3.25	2.45	2.28	2.08	1.93
	Additional Color Run	0.95	0.75	0.50	0.36	0.30	0.25
	Personalization (per Badge) G	1.85	1.65	1.50	1.40	1.40	1.40

Engraved Name Badges

Item #	Size	5	10	15	25	50	100
ENG-1	1 3/4" x 2 3/4"	6.45	5.95	5.45	4.95	4.85	4.45
ENG-2	1 1/4" x 2 3/4"	6.45	5.95	5.45	4.95	4.85	4.45
ENG-3	1 1/2" x 3"	6.45	5.95	5.45	4.95	4.85	4.45
ENG-4	2 1/8" x 3 3/8"	6.45	5.95	5.45	4.95	4.85	4.45
ENG-O	1 15/16" x 2 15/16" Oval	6.45	5.95	5.45	4.95	4.85	4.45

(6C)

Namebadge Enhancements

One Time Set up (DP, FCP, EXE)	30.00	G
Color Plate (DP per color)	30.00	G
PMS Color Match	30.00	G
Photo placement (FCP)	2.45	G
Standard Attachments	Included	G
Deluxe/Premium Attachments	1.40	G
Bull Dog Clip Adapter	0.87	G
Badges with no Backing	(0.60)	G
Beveled Edges	0.50	G
Non-Standard or Square Corner	0.83	G

Special Designs	Quote
Art Services	45.00/hr Z

Contact us
for Stamp
Pricing
and Sizing
Guide



Stock Name Badge Sizes and Materials

Special sizes and shapes available upon request

Since 1882

WenOrder@wendellsinc.com or 1-800-936-3355

Fasteners



602 Red/ White	607 Red/ Yellow	704 Yellow/ Black	932 Bright Green/ White	912 Pine Green/ White	502 Sapphire/ White	512 Blue/ White	517 Blue/ Yellow	552 Navy Blue/ White	822 Medium Brown/ White	842 Dark Brown/ White	228 Ivory/ Brown
206 White/ Red	205 White/ Blue	204 White/ Black	322 Light Grey/ White	312 Grey/ White	407 Black/ Yellow	402 Black/ White	417 Black/ Gold	577 Celestial Blue/ Gold	937 Verde/ Gold	677 Port Wine/ Gold	734 Br. Gold/ Black
754 European Gold/ Br. Aluminum/ Black	354 Br. Aluminum/ Black	334 Br. Silver/ Black	344 Smooth Silver/ Black	894 Br. Copper/ Black	884 Deep Bronze/ Black	152 Cherry/ White	172 Walnut/ White	192 English Walnut/ White	002 Black Walnut/ White		

Stock Sizes

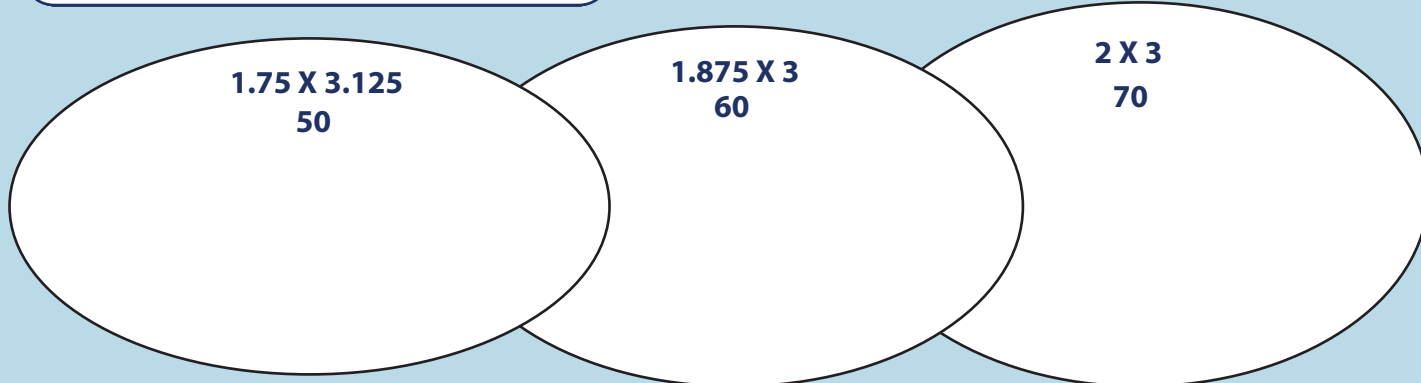
32	1.5 x 2.75
10	1.25 x 2.75

80	2.125 x 3.375
----	---------------

34 **1.5 x 3.75**
Available Substrates are:
White Styrene
Aluminum; Silver, Gold or White
Acrylic; 2 ply for engraving (see sample colors above)

62	2 X 3
40	1.75 X 3
30	1.5 X 3
20	1.25 X 3
15	1.0 X 3

35	1.5 x 3.5
----	-----------





More Than Product, We Are Your Promotional Partners

We offer
this catalog and
a wide variety of
presentation and print
materials customized for
your end user. Call for
more information
on our material
library!

Wendell's has been in the business of Creating Lasting Impressions for over 125 years. While none of our current employees have been here quite that long, today's skilled staff continues our rich legacy of creatively designed custom product and exceptional service standards. Our staff is skilled not only in how to design and produce the custom products you see in this catalog but also in how to apply them to the full spectrum of opportunities.

I assure you when you call our professional sales staff you have called experts, ready to assist you in design, production and application options. When we say we deliver value, it is not only the value of the products, it is the value of the partnership.

**TOOLS
OF THE
TRADE**

WENDELL'S
Since 1882

Lawrence T. Cody
Lawrence T. Cody
President
Wendell's Inc.