

How to choose a lanyard for your organization - which style should you select?

A lanyard or lanyard, as it is more commonly known, is a type of cord worn around the wrist or neck to carry something. Lanyards have become very popular in recent years due to security issues as well as a rising interest in their convenience for holding small items that are needed daily.

Lanyards can be used for toting a multitude of modestly sized articles such as: identification badges, keys, whistles, flash drives, cell phones and cameras. Just about any lightweight object that can be fastened to a lanyard can be transported and within reach at a moment's notice.

Although lanyards are available in an abundance of colors and designs, there are actually only five basic styles of lanyards that are the most popular with businesses and organizations today. Below are descriptions of these five styles of lanyards:

• Woven - probably the most popular and durable, this type of lanyard comes in a wide variety of colors and will withstand years of use.

• Ribbon - available in high style colors and patterns, ribbon lanyards are not only useful but can be a fashionable accessory.

• Beaded - this type of lanyard is not only functional but beautiful. If price doesn't stand in your way, this style of lanyard may be one to consider.

• Breakaway and Non-breakaway - both these types of lanyards are usually made of a plastic material. Generally the breakaway style is stretchier and has the ability to release should it get caught in machinery or something similar.

• Custom - this is a very popular lanyard because it can be personalized for companies and organizations. Also used frequently in advertising.

With so many options to consider before purchasing lanyards it would pay to invest some time in researching several competitive companies that sell lanyards before making a final decision. Once this is done, it should be relatively easy to decide on which style of lanyard would be the best for your organization's particular needs.

About the Author

George Pettit is a journalist and marketing specialist from New Caledonia. He is often writing about promotions, marketing, promotional products such as rubber bracelets, [lanyards](#), silicone wristbands, key chains and similar.

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