

Wrapp Up Reveals How Fast Lapel Pins, Lanyards & T-Shirts Can Really Be Made

Dubai-based Wrapp Up explains real production timelines for lapel pins, lanyards and branded T-shirts for last-minute trade show needs.

DUBAI, UNITED ARAB EMIRATES, July 31, 2026 /EINPresswire.com/ -- Every events team knows the feeling. The booth design is signed off, the big-ticket [promotional giveaways](#) were ordered weeks ago — and days before the show, someone asks: "Do we have lanyards? Pins for the team? Branded t-shirts for the booth staff?"

Lapel pins, lanyards, and event t-shirts are consistently the last things planned and the first things noticed. A booth team without matching lanyards looks unorganised; staff without branded shirts blend into the crowd; a lapel pin has become a quiet signal of belonging at industry events. As trade show giveaways and brand activation gifts go, these three categories punch above their size.

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Sahir Rajan, Managing Director, Wrapp Up

The good news, according to [Wrapp Up](#): unlike deep-customised corporate gifts, which need months of lead time, these promotional giveaways can genuinely be turned around fast — if you know which production method fits your timeline.

Industry research from the Advertising Specialty Institute (ASI) has found that branded apparel and accessories continue generating brand impressions for as long as they're worn — turning booth staff into a form of ongoing,

mobile visibility that a banner or brochure can't replicate over a multi-day show.

The UAE event management market is projected to grow from roughly \$2.62 billion in 2026 to



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\$3.58 billion by 2031, according to Mordor Intelligence, with exhibitions & conferences being the single largest segment. Dubai's exhibition calendar alone has generated tens of billions of dirhams in economic output in recent years, as per Dubai World Trade Centre — a scale of activity that makes "we forgot the lanyards" a far more expensive mistake than it sounds.

Lapel Pins

Production method drives turnaround more than most people expect. Metal die-cut soft enamel pins — the premium, classic option, cut to the shape of your logo with enamel colour-fill and a magnet or butterfly clutch backing — typically take around 3 weeks for a sample plus 3 weeks for bulk production; skipping the sample stage brings that down to roughly 3 weeks total. Metal die-cut with UV print, recommended when time is tight, prints the design directly onto the metal shape rather than colour-filling it, which also allows gradients and complex artwork. Production takes around 10 days; add 8 to 10 days if a physical sample is needed first. Epoxy pins are the fastest option — a simple die-cut shape with a glossy epoxy coating, ready in as little as 48 hours.

Lanyards

Of the three categories, lanyards are the fastest to produce: as little as 48 hours for an express order, 4 to 5 days for a standard one — making them one of the safest last-minute additions to any order. Material options include polyester, satin, RPET (recycled plastic), sublimation-printed, and cotton, each with a different look and price point. Standard hardware includes a neck clip, a breakaway safety buckle, and a metal hook; beyond the classic flat lanyard (2cm or 2.5cm wide), newer round tubular styles are also available. For a closer brand match — matching your exact Pantone shade, or using metal hooks and clips not typically stocked in the UAE — deep customisation needs a minimum 15-day lead time.

Branded T-Shirts

Wrapp Up's event t-shirts fall into two categories: polos and round necks. Polos come in 100% combed cotton (breathable, classic) or polyester drifit — entry-level drifit lacks moisture management and UV protection, while premium models include both. Ready-stock polos can be branded quickly via embroidery, DTF (Direct to Fabric)/Digital Print, or silk screen printing, the latter popular for cost-sensitive promotional runs. Round necks add a regional wrinkle: cotton comes in 180, 200, and 220 GSM, and while Europe favours a lighter 160–180 GSM, the Gulf market generally prefers 200–220 GSM, which helps staff stay fresher through a long, hot day.



Dri-fit polyester round necks share the polo's UV protection and moisture management on premium models, but breathe less well than cotton — better suited to indoor booth staff than anyone working outdoors.

One important distinction: full-colour, all-over wraparound branding is only achievable through sublimation printing on a fully custom-made t-shirt — not on ready stock — and comes with a longer lead time as a result. Ready-stock t-shirts (embroidery, DTF, digital print, or screen printing) can be turned around within 5 days; fully custom-made pieces, including sublimation, generally take 7 to 10 days depending on quantity.

The Real Lesson

Pins, lanyards, and t-shirts rarely get the same advance planning as bigger corporate gifts — but as promotional giveaways go, they're often what attendees actually interact with and remember. Even with a short runway, there are production routes built for speed.

"Companies plan their booth design and their big gifting budget months out, and then the small things — pins, lanyards, staff shirts — get left until the last two weeks," said Sahir Rajan, Managing Director of Wrapp Up. "The good news is that these items don't need the same lead time as a deep-customised gift. What matters is knowing which production method actually fits your timeline, instead of finding out too late that the option you wanted needs six weeks you don't have."

If your trade show is months out, it's worth locking in the premium options while there's time to get it right. If it's weeks out or less, it's not too late — you just need a corporate gifts and promotional giveaways supplier who knows which methods are built for speed.

About Wrapp Up

Wrapp Up is a Dubai-based corporate gifts and branded merchandise specialist serving multinational companies, logistics providers, and enterprises across the UAE, GCC, and Asia. The company specialises in corporate gifts and employee recognition programmes, promotional giveaways and promotional gifts, event giveaways and trade show merchandise, employee onboarding kits, brand activation gifts, and executive gifting for C-level relationships, alongside customised branded products spanning technology, travel, drinkware, apparel, and sustainable options. Wrapp Up delivers gifts that reflect quality, strengthen relationships, and build brand recall.

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