



THE QUICK GUIDE

Challenge Coins

Organising custom-made coins to your own design. How easy is it?

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Designed, published and set by The Centre for Leadership Skills.

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As a leader, you might wonder where recognition of others belongs on your list of priorities. It turns out that it may be even more important than you think. According to the Society for Human Resource Management (SHRM), 79% of people say recognition makes them work harder.

Prologue

Challenge coins may not exactly be hard currency, but they are a permanent memento, of recognition of service, a commemoration of an event, to boost morale or just as an end of year reward gift for members of teams and organisations that have performed.

Originally utilised to engender a spirit of camaraderie, or a sense of 'belonging' in military units; they're much more widely used these days.

Defence forces are probably still the most prolific users, along with first responders like police, fire and emergency services. However companies and community organisations are fast catching up.

Like coins of the realm, they're usually round in shape (although not always), like coins, but they're often larger, sometimes much larger, and they can be manufactured in plain metal finishes or embellished with coloured enamels with varying designs and images that are unique to your organisation.

Easier than you'd think

The custom challenge coin process is simple. For a start, you'll have your choice of metal colour finish, often bright gold or nickel silver (and others).

Projects for coins start at 40mm diameter, and generally up to 60mm in diameter (most are 45mm), however we've made coins much larger than that.

Soft or hard enamel colours (we'll discuss the difference with both finishes) can be hand-painted onto your design to avoid the problem with epoxy coating, which tends to yellow over time.

Most coins feature double sided designs, with one side often 3D and the other usually 2D. Quite often there are 3D designs on both sides of a coin.

There are low, once-only, set-up, die or mould charges, but there are no further set-up charges when you re-order the same design on your coin within two (2) years.

Your price includes final art and design based on your ideas, and once the quote has been accepted we'll help you further add to your design if necessary; at no charge.

Colour options

There are two common surface finishes available in challenge coins, colour-wise. Hard enamel (more correctly imitation hard enamel) or soft enamel;

1. Hard enamel has a flat and fairly even surface. To the eye it first appears to be smooth and relatively flat. If you run your finger over the surface, you'll feel slight edges between the enamel and the metal guide lines or lettering.
2. Soft enamel on the other hand, has obvious ridge lines and lettering, and the enamel pools lower, almost like it's multi-level. The enamel sits quite low and that allows higher, pronounced lettering and detail in the process.

Metal options

There are also two common metal processes available. High-detail alloy moulded coins of various mixtures, and die-struck solid metals like iron and brass.

1. Injection moulded or die cast coins (the most popular) are made from alloys under high pressure. Multiple metal elements are combined to form alloys to create a substance with greater strength and resistance to corrosion. Zinc is often used for this purpose, it's a shiny metal known for its bluish-white colour.

Use of zinc as an alloy dates back to the ancient Romans and possibly even before that. The most common zinc alloy, is brass; utilised in construction and to make cast items such as musical instruments. Brass is made by combining zinc with copper.

2. Die-struck coins are more expensive than a moulded coin, and it's difficult to reproduce fine detail on double-sided coins, primarily because of the immense pressure applied during the stamping (striking) process that's utilised. The only real advantage in a coin environment, is that a die-struck coin has a sharper flat edge.

Both metal options are then plated, in your choice of finish, from bright gold, silver, copper and black nickel - through

to matt finishes or antiques in the same colours or in some cases, coins can utilise two metal plating options together. The choice is yours.

How do you get the ball rolling?

Step 1: Your first step to having custom coins made to your own design, is to start by sending us your existing artwork, or send us your idea. It can be a sketch or a photo of it. And don't forget to send your logos, preferably in AI (or EPS, or PDF formats).

Step 2: We'll send you a rough design proof, just a day or two after we receive your art or idea and to make sure we have the rough concept correct.

Step 3: We send you a formal online quote with a link for approval. From your online quote you can accept, decline, comment or print. On acceptance, an invoice is generated and sent to you for payment. The invoice includes options to pay by direct bank deposit (preferred), credit or debit card.

Step 4: We follow up with final art and work with you until we get your approval - and any revision, if it's needed. You then sign off on your approval of the final art, and we're into production. Depending on the complexity of your design and specifications like finishes, enamelling (all done by hand), we'll take about two to three weeks to complete all the processes involved - including quality control.

Done!

We ship your order directly to you by courier - free within Australia.

Deployed personnel will usually have a post box address within Australia that may result in longer lead times.

Help for all our products is just an email or a phone call away, if you encounter any problems or have questions once you've purchased. Here, the after-sale service never stops!

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Furthermore, you also warrant that your use of said trademarked or copyrighted material does not violate any person or entity's intellectual property rights by using said trademarked or copyrighted material. You shall hold Coins HQ and Precision Mint harmless and free from any liability or any claims made by any individual, entity or company.

Potential for delays

We know these can be incredible frustrating!

When we receive your enquiry, we will always use our absolute best endeavours to provide you with a likely delivery date.

Unfortunately delays in manufacturing or shipping are completely out of our control.

The biggest culprits for delays are special custom items like coins, keyring and badges, due to the delicate manufacturing process.

Add to that, ongoing problems from time to time with supply chain deliveries and the constant delays within Australia due to courier and Australia Post deliveries

With our manufacturing processes overseas, we rely heavily on our partner factories to provide updated information timelines so we can pass the information along to you.

Sometimes these updates take time to get to us, therefore we may see some lag in being able to provide these updates to you. However we will do our best to make sure you're informed as quickly as possible once we're aware of any issues that may cause or prolong a delay.

Could I get a sample?

Every coin we make is custom-designed and manufactured for a particular client, and in many cases the designs are protected by copyright. We do keep a supply of coins we've made on hand to send potential clients who'd like to ask for a sample to gauge the quality of the work we do.

Sorry. It's not possible to send you a specific coin that was previously ordered by another client. The samples we do send are randomly selected. **Important;** we cannot and will not, sell copies of any coin we make to anyone other than the original client.

Is your name engraved on the rim of each coin?

NO way! We will never deface your coin. Some others do, regardless of how small it may be; as a sign of vanity or free advertising - it will never happen here.

How is the cost of my coin calculated?

The determining price factors are the coin size, quantity, and any extra options you may add, like featured edges, additional colours, or consecutive laser numbering (if you'd like to make one set of your coins exclusive for your people for instance - and then coins with no numbers for fund-raising).

What else? We make loads of stuff!

- Badges and Name Tags
- Challenge Coins
- Coffee Mugs and Steins
- Cuff Links
- Embroidered Patches
- Key Rings and Luggage Tags
- Medals and Medallions
- Regimental Ties
- Stubby Holders
- Unit Desk and Wall Plaques

The legal bit

All sales are final - due to the custom nature of the products we manufacture, all sales are final. Sorry, but please understand, once an order has been submitted for production, it simply cannot be cancelled for any reason.

Payment for all orders is required, in full, in advance for all custom orders. Preferred payment is accepted via direct bank deposit.

Important

Coins HQ cannot accept returns, nor provide refunds or exchanges for custom made challenge coins under any circumstances.

Your custom made products are crafted from costly raw materials and manufactured to your individual specifications. These products cannot be restocked or sold to another party at a later date.

However, we do stand behind our products to be free of defects.

We will replace at no cost to you any products found to be defective due to a factory manufacturing mistake.

No quick guide would be complete without at least a tiny pitch, right?

You can get your ball rolling, with an obligation-free quote here; <https://coinshq.au/get-a-quote/>

You can see some samples online, here; <https://coinshq.au/gallery/>