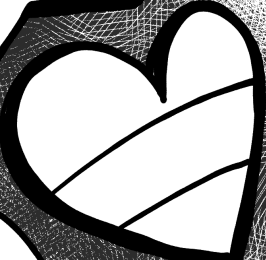




WELCOME
TO
PIN HELL

*
Space
Gay
*



BY
HANNAKO
LAMBERT

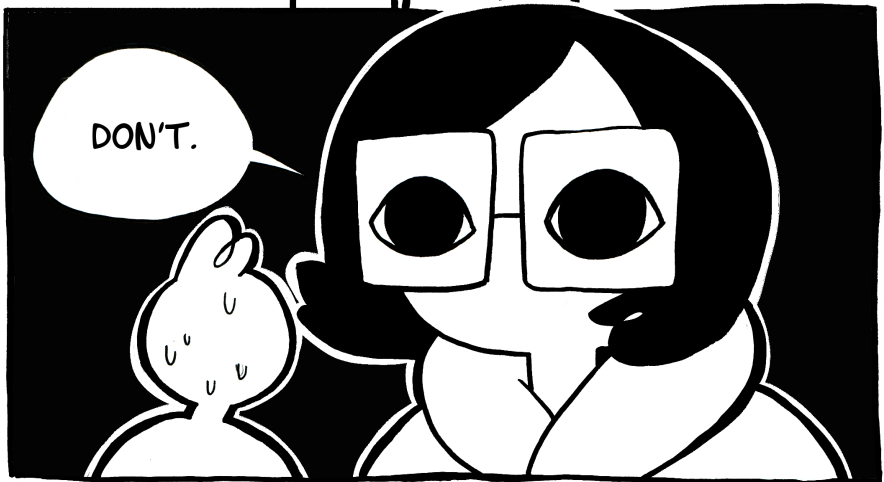
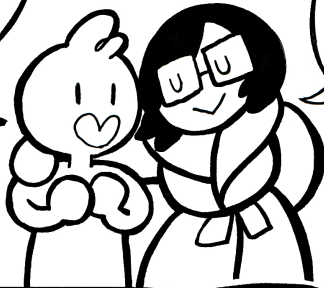


**WELCOME TO PIN HELL
-OR-
A BEGINNER'S GUIDE
TO
ENAMEL PINS**



**BY HANNAKO LAMBERT
2018**

**PDF-VERSION
NOT FOR DISTRIBUTION.
COPYRIGHT HANNAKO LAMBERT
PLEASE DO NOT REPOST ONLINE,
I WILL FIND YOU.**





DISCLAIMER:

THIS ZINE IS A COLLECTION OF MY THOUGHT PROCESSES REGARDING NOT ONLY ENAMEL PINS, BUT DESIGN AS A WHOLE. MUCH OF THIS IS BASED ON MY OWN OPINIONS AND PERSONAL TASTE, AND NOT INTENDED TO OFFEND, BUT TO EDUCATE IN A VERY DIRECT MANNER.

ULTIMATELY, MY INTENTION IS NOT TO HURT ANYONE'S FEELINGS, BUT TO HELP THOSE WHO ARE NEW TO THE MEDIUM AVOID THE PITFALLS I'VE DISCOVERED ON MY OWN. I ALSO WANT TO SHOW THE PROCESS IN HOW I MAKE MY DECISIONS AND OFFER A FRESH PERSPECTIVE. THOSE LOOKING FOR SHORTCUTS SHOULD PUT THIS ZINE BACK DOWN NOW.

DON'T BE LIKE ME! MAKE SMART CHOICES.



STILL READING? THEN LET'S
GET STARTED WITH

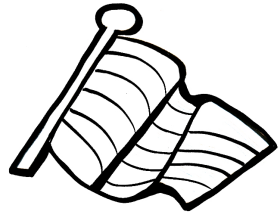
A BRIEF HISTORY OF ENAMEL PINS



THE ART OF ENAMELING WAS DEVELOPED BY THE EGYPTIANS APPROX. 1800 BC, AND FURTHER DEVELOPED AS AN ART BY ANCIENT GREECE AND CHINA. WE DON'T REALLY SEE ENAMEL PINS UNTIL ABOUT THE 19TH CENTURY, WHERE THEY BEGIN TO REPLACE BOUTONNIERES IN FRANCE AS CLOISSONE JEWELRY BECOMES IN VOGUE.

WE SEE ENAMEL PINS SOAR IN POPULARITY DURING THE SOVIET UNION, NOT ONLY AS SOUVENIERS, BUT AS MARKERS OF RANK AND POLITICAL ALIGNMENT. PINS CREATED A SENSE OF INCLUSION AND STATUS. (WE SEE THIS TOO WITH THE RISE OF THE POLITICAL BUTTON.) DURING NIXON'S PRESIDENCY, FLAG LAPEL PINS BECOME A SIGN OF A "TRUE PATRIOT" (IN THE FIGHT AGAINST COMMUNISM), AND A SYMBOL OF THE "RIGHTEOUSNESS" OF THE REPUBLICAN PARTY AGAINST ANTI-VIETNAM PROTESTORS. IT HAS FREQUENTLY BEEN USED AS A SYMBOL OF REPUBLICANS; "YOU'RE EITHER WITH US, OR AGAINST US." 2008 SAW BARACK OBAMA CRITICIZED FOR NOT WEARING A FLAG LAPEL PIN, AND THEN AGAIN FOR DONNING IT, AND ULTIMATELY PUTTING IT ASIDE.

TODAY WE SEE ENAMEL PINS AS HIGHLY COLLECTIBLE PIECES THAT DENOTE ANYTHING FROM YOUR FAVORITE CHARACTER TO SEXUAL IDENTITY AND BEYOND. THE IRONY OF ENAMEL PINS BEING MASSIVELY POPULAR WITHIN THE LGBTQ+ COMMUNITY IS NOT LOST HERE.



HOW PINS ARE MADE TODAY:

THE DESIGN IS SENT TO THE FACTORY WITH SPECIFICATIONS. (THIS INCLUDES THE MOLD, PANTONES, ETC.) A MOLD FOR THE METAL IS MADE SPECIFICALLY FOR THIS DESIGN.

IRON OR ZINC ALLOY SHEETS STAMPED WITH THE MOLD AND CUT OUT MANUALLY. PIN BACKS OR OTHER ATTACHMENT ARE THEN SOLDERED TO EACH ONE.

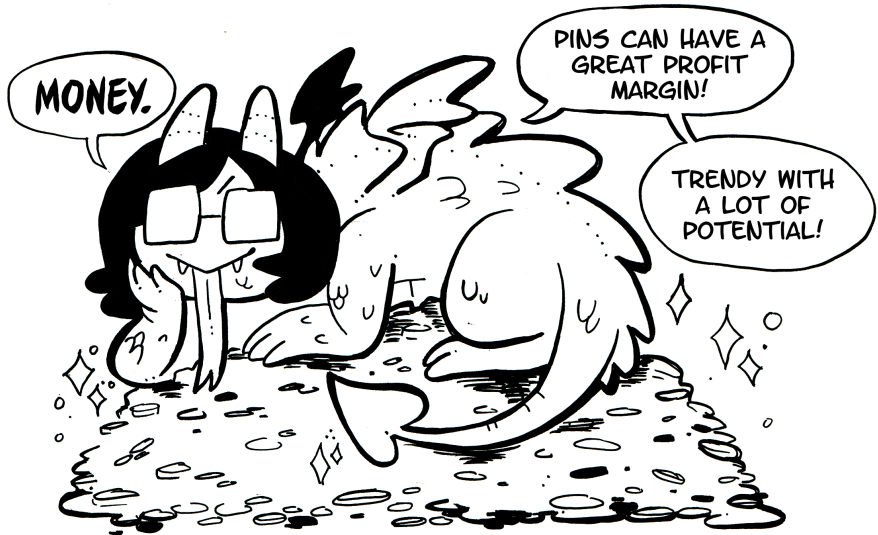


THE PIECES ARE PLATED WITH THE SELECTED METAL COLOR, POLISHED, AND THEN FILLED IN WITH ENAMEL USING A SYRINGE.



THE PINS ARE THEN CLEANED UP, BAKED AT 450 DEGREES FOR APPROX. 15 MINUTES, AND ARE THEN EITHER EPOXIED, POLISHED, OR GO STRAIGHT TO QUALITY CONTROL BEFORE PACKING AND SHIPPING.

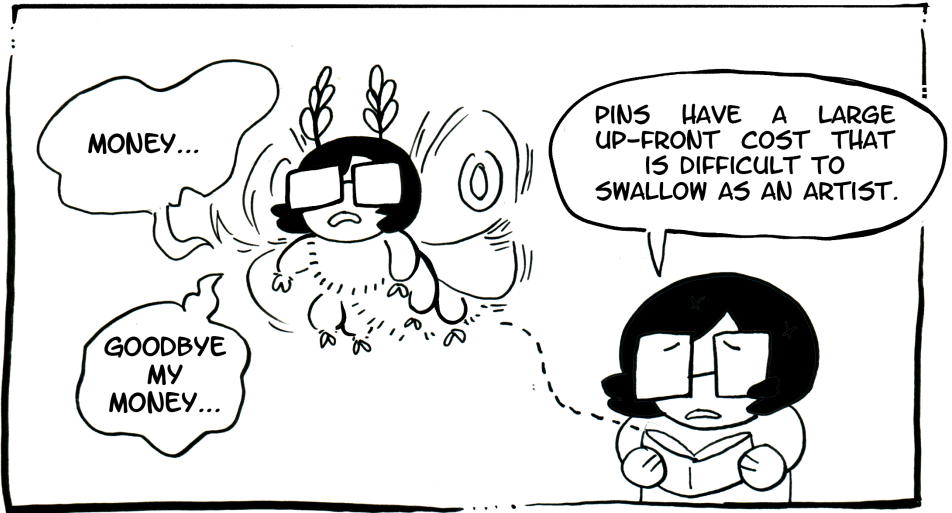
WHY PINS ARE GOOD:



PINS LAST LONGER THAN PRINTS, AND MULTI-FUNCTIONAL TOO! PUT THEM ON A CORKBOARD! WEAR THEM ON YOUR BODY! ONE CAN BE FASHION, MANY CAN BE COUNTER-CULTURE! TRADE WITH OTHERS! AS AN ARTIST, THEY'RE AN EXCITING, UNEXPLORED MEDIUM TO PLAY WITH!



WHY PINS ARE BAD:



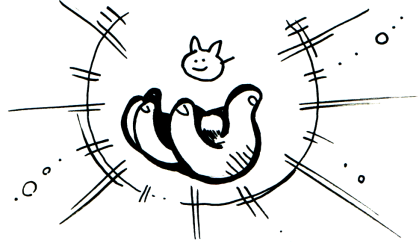
BESIDES BEING DIFFICULT TO PAY FOR, MISTAKES CAN COST YOU DEARLY. BECAUSE OF HIGH MINIMUM ORDER QUANTITIES, OR MOQ, YOU RISK BEING STUCK WITH A HUNDRED OR MORE PINS THAT END UP NOT MOVING AT ALL. FOR EVERY DESIGN I HAVE STRUCK GOLD WITH, I HAVE ANOTHER I STILL HAVE A TON OF A YEAR LATER. MY DESIGN FAILURES ARE MY OWN FAULT, BUT IT'S STILL A HEAVY PRICE TO PAY. ON TOP OF ALL THIS, THERE IS A 10%+ FAILURE RATE WITH PINS THAT HAVE FLAWS, WHICH MAKE THEM DIFFICULT TO SELL. OR, IF YOU MAKE A MISTAKE WITH THE COLORS, YOU NOW HAVE 100 PINS THAT ARE JUST WRONG.

I WILL BE COMPLETELY HONEST: I HAVE MONETARY DEBT AS A RESULT OF PIN MAKING. IT'S SOMETHING I'M TACKLING BUT I AM FORTUNATE I'M IN A POSITION TO DO SO. IT'S NOT SOMETHING I WISH ON AN ARTIST STARTING OUT, OR ANYONE REALLY. IT'S AN UNFORGIVING MEDIUM.

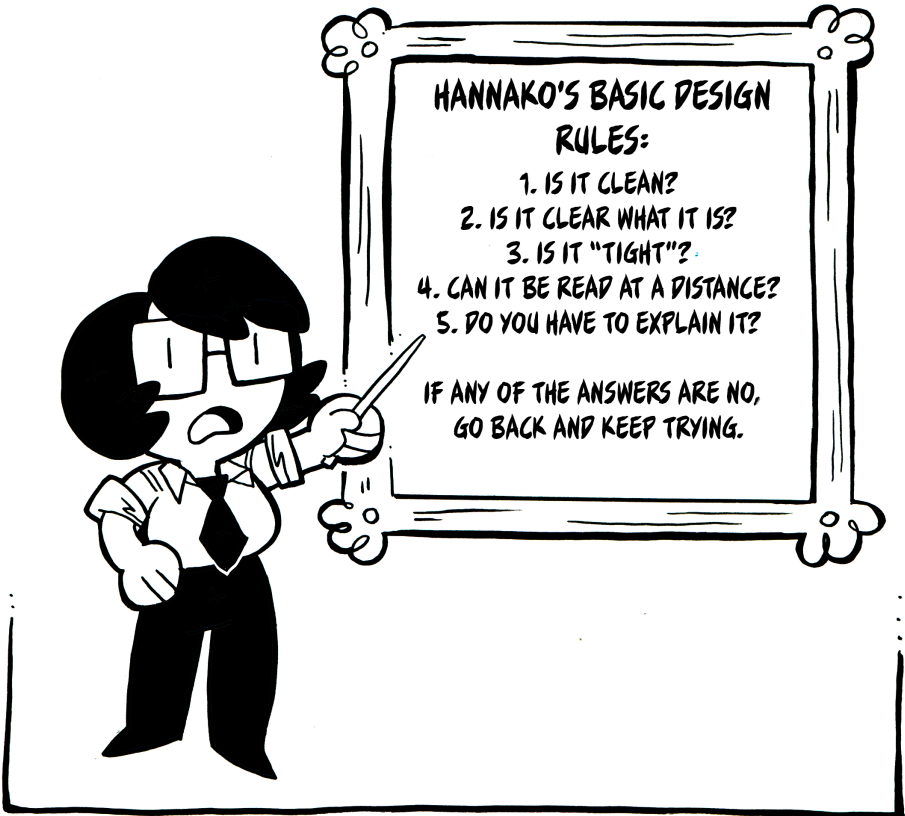




MAKING YOUR DESIGN INTO A PHYSICAL, TANGIBLE OBJECT CAN BE VERY REWARDING.



BUT NOT ALL ART MAKES FOR A GOOD PIN! DESIGN IS EXTREMELY IMPORTANT!



COMMON DESIGN PITFALLS

CONSIDER THIS LARGELY OPINION-BASED, BUT HERE ARE PITFALLS I OFTEN SEE THAT DETRACT FROM PIN DESIGN:

- **TOO MANY LINES.** THIS IS LESS ABOUT DETAILED PINS BUT MORE OFTEN SEEN ON TRACES OR DESIGNS THAT GET RUN THROUGH ILLUSTRATOR'S LIVE TRACE OPTION. WHEN YOU HAVE TOO MANY LINES, ESPECIALLY WHEN IT COMES TO AREAS LIKE THE EYES, THE METAL BUILDS UP AROUND THESE TINY FILL AREAS AND IT BECOMES CLUTTERED AND TACKY-LOOKING. UNLESS YOU'RE GOING BIG, CONSIDER INCORPORATING THE METAL MORE INTO THE DESIGN ITSELF, LIKE FOR THE PUPIL OF THE EYE, OR JUST SIMPLIFY YOUR DESIGN. OFFSET PRINTING MIGHT ALSO BE A SOLUTION FOR CAPTURING FINE DETAILS THAT METAL CAN'T, BUT FOR THE MOST PART IT'S GOING TO BE...ROUGH. LITERALLY, YOU CAN END UP WITH JAGGED FINE METAL LINES THAT SEND YOUR DESIGN INTO THE BOOTLEG ZONE. THIS IS ALSO TRUE FOR LINES OUTLINING COLOR LINES. IT GETS CLUTTERED FAST. CONSIDER WAYS YOU CAN DESIGN TO PREVENT LOTS OF THIN LINES CLUSTERED NEXT TO EACH OTHER.

- **UNNECESSARY FILL AREAS.** THIS OFTEN HAPPENS WITH ARTISTS USING PRE-MADE ASSETS. SOMETIMES YOU END UP WITH TINY GAPS THAT YOU ULTIMATELY DON'T NEED. JUST FILL THEM IN WITH METAL, OR DESIGN AROUND THESE COMPLETELY. SOME COMPANIES BASE THE PRICE ON THE NUMBER OF FILL AREAS, SO LESS IS MORE (FOR YOU). CONSIDER TOO: IF YOU HAVE MULTIPLE AREAS NEXT TO EACH OTHER THAT HAVE THE SAME COLOR, CONSIDER PUTTING BREAKS IN THE LINES SO THAT IT ALL BECOMES ONE FILL. SAVES TIME, CAN LOWER THE MANUFACTURING PRICE, AND THE CUSTOMER'S EYE CAN NATURALLY FILL IN THE GAPS. SMART DESIGN.

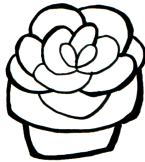
MORE DESIGN PITFALLS

- TOO MANY PRE-MADE ASSETS. WE ALL LIKE SHORTCUTS. BUT COPY-PASTING A BUNCH OF ASSETS TOGETHER CAN CREATE UNACCOUNTED-FOR GAPS AND CAN EASILY PUSH INTO THE TACKY CATEGORY. DON'T BE LAZY, JUST BE SMART. ON TOP OF: MISHMASHING THESE TOGETHER CAN RENDER THE PIN STYLISTICALLY CONFUSING.

- **POORLY-PLACED TEXT.** TYPOGRAPHY IS HARD. I PERSONALLY KNOW IT'S HARD. PICKING OUT A NICE FONT AND SLAPPING IT ON YOUR PIN IS EASY. MAKING IT LOOK GOOD IS NOT. IF YOU'RE NOT GOING TO HAND LETTER YOUR TEXT, MAKE SURE IT DOESN'T LOOK LIKE YOU JUST THREW THE TEXT ONTO THE DESIGN. GIVE THE TEXT BREATHING ROOM, TAKE THE TIME TO PLACE IT NICELY WHERE IT'S SUPPOSED TO GO. IS IT READABLE? IF NOT, THEN PICK ANOTHER FONT. DOES IT MATCH THE REST OF THE DESIGN STYLISTICALLY AND LOOK NATURAL? IF NOT, YOU PICK ANOTHER FONT. DON'T RUSH THIS! IF YOU'RE GOING TO POUR THAT MUCH MONEY INTO A SINGLE PIECE OF MERCH, MAKE SURE IT LOOKS GOOD! I WANT TO EMPHASIZE THIS ESPECIALLY WITH DESIGNS THAT INCORPORATE RIBBONS OR BANNERS. IT'S A POPULAR DESIGN ELEMENT FOR A REASON, BUT THE TEXT NEEDS TO LOOK LIKE IT BELONGS ON THERE. IF IT DOESN'T MATCH THE SHAPE AND FLOW OF THE STRUCTURE IT'S IN, YOU'VE GOOFED IT. I HIGHLY SUGGEST LOOKING AT PICTURES OF TATTOO DESIGNS THAT USE TEXT AND BANNERS TOGETHER. MAKING THE FONT AND TEXT MARRY THE IMAGE THEY'RE ATTACHED TO IS THE BREAD AND BUTTER OF MORE TRADITIONAL TATTOO DESIGNS, AND YOU CAN BETTER SEE HOW THE LINEART AND FONT, EVEN IF DESIGNED BY SOMEONE ELSE, CAN LOOK NATURAL AND BALANCED.

ALSO, PLEASE USE FREE-USE FONTS OR PAY FOR COMMERCIAL LICENSES. IT'S POLITE.

MY PERSONAL PREFERENCE IN WHAT PINS I MAKE LARGELY RELIES ON WHAT I WANT TO MAKE FOR MYSELF. THIS HAS NOT ALWAYS WORKED OUT, LIKE MY ICE CREAM TAIYAKI PIN. I KNOW WHAT IT IS, BUT MY DESIGN DIDN'T QUITE DELIVER AND A LOT OF PEOPLE WERE CONFUSED ABOUT WHAT THEY WERE LOOKING AT. I MADE A POOR METAL CHOICE AND I COULD'VE MADE IT BIGGER AND MORE CLEAR IN WHAT IT WAS TRYING TO BE. THAT'S ON ME.



SO. MANY.



THERE ARE OF COURSE TRENDS THAT ARE EASY ENOUGH TO JUMP INTO, BUT YOU HAVE TO REMEMBER THAT YOU'RE COMPETING WITH AT LEAST A HUNDRED OTHER PEOPLE WHO ALL HAD THE SAME IDEA AT THE SAME TIME. I'M NOT SAYING IT'S NECESSARILY WRONG TO MAKE THOSE PINS, BUT CONSIDER IF YOUR TAKE IS ORIGINAL AND IF IT BRINGS ANYTHING NEW TO THE TABLE. MOST IMPORTANTLY: WOULD YOU WEAR IT? IF NOT THEN WHY WOULD YOU EXPECT SOMEONE ELSE TO?

A SHORT LIST OF PIN IDEAS



- SAILOR MOON
- GHIBLI
- ART RIPS
- IPS THAT ALREADY HAVE PINS
- POKEMON
- STRAIGHT-UP TRACES



- ORIGINAL CONTENT
- SMART DESIGNS
- THINGS THAT YOU WANT THAT DON'T EXIST YET
- THINGS THAT MAKE YOU HAPPY

WHAT ABOUT FANART PINS THOUGH?

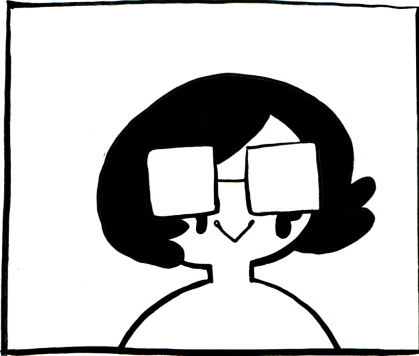
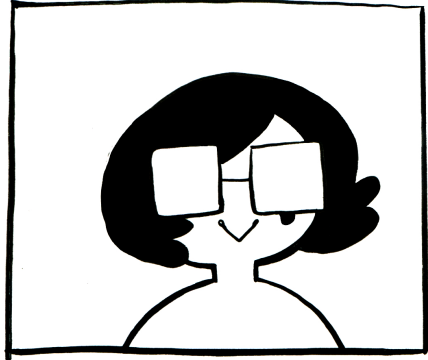
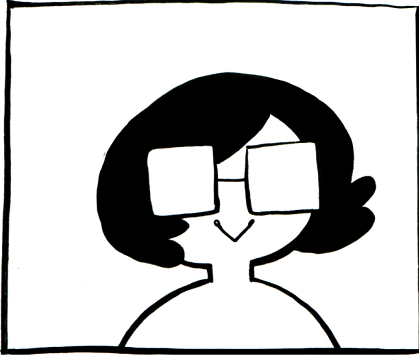
MY ATTITUDE TOWARDS FANART PINS CAN BE SUMMED UP IN TWO QUESTIONS: DOES IT ALREADY EXIST? AND HAVE I MADE IT MY OWN? I TRY NOT TO MAKE FANART PINS OF THINGS I ALREADY KNOW EXIST, BOTH BY THE ORIGINAL CREATOR AND BY OTHER PEOPLE. IF I DO MAKE SOMETHING (IN GENERAL) THAT I KNOW OTHER PEOPLE HAVE DONE, I TRY TO PUT MY OWN SPIN ON IT THAT'S UNIQUELY MINE. THE FOCUS, HOWEVER, SHOULD BE ON MAKING AN OVERALL UNIQUE PRODUCT THAT YOU YOURSELF WANT. FOR EXAMPLE, I HAVE MADE BLACK JACK PINS IN THE PAST, BECAUSE IT'S A NICHE FANDOM THAT I WANTED A PIN FOR. BUT IF SOMEONE HAD ALREADY DONE IT I PROBABLY WOULD NOT HAVE BOTHERED.

AGAIN, REHASHING THE POINT THAT TREND FOLLOWING IN PINS, ESPECIALLY WITH THE LEAD TIME IT TAKES TO PRODUCE A SINGLE DESIGN, IS A DANGEROUS GAME. THERE ARE SO, SO MANY SAILOR MOON AND GHIBLI PINS OUT THERE RIGHT NOW, JUST TO NAME A FEW. PEOPLE ARE ENTITLED TO WHAT THEY WANT TO MAKE, AND THESE ARE BOTH FANDOMS THAT SELL CONSISTENTLY, BUT CONSIDER THAT YOU WILL BE COMPETING WITH HUNDREDS OF DESIGNS THAT ALL LOOK VERY SIMILAR. BE SMART. EVEN IF IT'S SOMETHING THAT'S POPULAR, DESIGN TRUMPS CONTENT IN THE LONG RUN.

I WON'T TELL YOU NOT TO MAKE FANART PINS, BUT DO CONSIDER THE BENEFITS OF A MEDIUM THAT WELCOMES ORIGINAL DESIGN SO WARMLY.

SO HOW ABOUT ART RIP PINS?

MY FACE WHEN I SEE ART-RIP PINS:



VERY BLUNTLY: IF YOU RIP ART ASSETS OR TRACE THE WORK OF OTHERS FOR YOUR PINS, YOU ARE A THIEF. ON TOP OF THAT, IT HURTS THE INTEGRITY OF THE ART COMMUNITY AS A WHOLE. YOU DIDN'T DRAW THAT, IT'S NOT YOURS. UNFORTUNATELY, PIN MANUFACTURERS DON'T CARE WHOSE DESIGN IT IS FOR THE MOST PART, NOR IS IT THEIR JOB TO POLICE IF A DESIGN HAS ALREADY BEEN DONE. IT'S UP TO YOU AS BOTH CONSUMER AND CREATOR TO PRACTICE GOOD JUDGEMENT. ART RIP PINS ARE CLEAR CASH GRABS. BUT MANY CONSUMERS DO NOT CARE WHETHER OR NOT THE ARTIST GETS DUE CREDIT, AS THEY ARE ONLY HERE FOR THE CONTENT. DON'T BE THAT GUY.

TRENDS LIKE THESE CAN MAKE IT DIFFICULT FOR PINS TO BE ACCEPTED INTO ARTIST ALLEY, AND HAVE BEEN BANNED AT SOME SHOWS DUE TO THEIR EASILY BOOTLEGGED NATURE. IT'S BAD ENOUGH WHEN BIG COMPANIES LIKE ZARA RIP THE WORK OF OTHER ARTISTS; DON'T SINK TO THAT LEVEL AND DO THAT TO YOUR PEERS AND IDOLS.

THIS OR THAT: PIN OPTIONS AND WHAT YOU NEED TO KNOW

THIS NEXT SECTION IS GOING TO BE DENSE, BUT WILL ACT AS A REFERENCE GUIDE FOR YOU, DEAR READER. IT WON'T COVER MORE COMPLICATED TECHNIQUES USED IN ENAMEL PIN PRODUCTION (WELDING, MOVING PARTS, THINGS I DON'T HAVE A DEGREE IN), BUT IT WILL EXPLAIN YOUR OPTIONS AND THE PROS AND CONS OF EACH CHOICE YOU CAN MAKE.

HARD OR SOFT ENAMEL?

THIS REFERS TO THE TYPE OF FILL YOU CHOOSE FOR PIN. SOFT ENAMEL IS A SHALLOW FILL, WHILE HARD ENAMEL IS FILLED TO THE TOP AND THEN SHAVED OFF OR POLISHED. HARD ENAMEL IS A POPULAR CHOICE FOR ARTIST ALLEY BUT SOFT ENAMEL HAS ITS BENEFITS TOO. THE SHORT RUNDOWN:

SOFT ENAMEL

- THE CHEAPER OF THE TWO DUE TO LESS LABOR.
- GIVES A 3D EFFECT THAT CAN ADD A LITTLE DEPTH TO YOUR DESIGN.
- FINE DETAILS IN THE METAL DON'T GET POLISHED AWAY AND APPEAR MUCH SHARPER.
 - MORE EASILY SCRATCHED UP.
 - COMPATIBLE WITH ANTIQUE METAL OPTIONS.
 - PANTONES ARE MORE ACCURATE.
- GLITTER AND GLOW CAN HAVE A SANDY TEXTURE.

HARD ENAMEL

- HIGHER COST DUE TO EXTRA LABOR/STEPS
- SHINIER, CLOISSONNE EFFECT, POPULAR FOR FASHION PINS. DIFFICULT TO SOURCE "TRUE" HARD ENAMEL.
- POLISHED, WHICH CAN FLATTEN FINE METAL DETAILS. ALSO SUSCEPTIBLE TO COLOR CHIP FLAWS.
- MUCH MORE SCRATCH RESISTANT THAN SOFT ENAMEL AND EASIER TO KEEP CLEAN
 - TRUE HARD ENAMEL/CLOISSONNE IS EXTREMELY EXPENSIVE AND USES GLASS, WHICH ISN'T COMPATIBLE WITH PANTONES.
 - MANY COMPANIES WILL NOT ALLOW USE OF ANTIQUE/MATTE METAL, AS IT CAUSES FLAWS IN THE ENAMEL EASILY; CREATES A SANDED, MATTE TEXTURE IF YOU DO USE IT
- SCREENPRINTING CAN BE USED WITH THIS STYLE

WANT THE LOOK OF SOFT ENAMEL BUT THE SMOOTH SURFACE OF HARD ENAMEL? CONSIDER ADDING EPOXY OR RESIN TO YOU PIN!

"HARD ENAMEL IS SUPERIOR!"



I CAN'T BELIEVE WE HAVE TO HAVE THIS CONVERSATION. THIS IS LIKE SAYING ONLY DIGITAL ART IS GOOD ART, OR ONLY OIL PAINT IS ACCEPTABLE FOR PAINTING. BOTH HARD AND SOFT ENAMEL HAVE THEIR ISSUES. YOU NEED TO PICK THE ONE THAT BEST SUITS THE DESIGN, NOT THE TREND.

HARD ENAMEL SOUNDS VERY PROFESSIONAL I'M SURE, BUT REALITY? MOST HARD ENAMEL IS "IMITATION HARD ENAMEL" AND JUST SOFT ENAMEL DESIGNS FILLED TO THE TOP AND THEN SCRAPED OFF. (THE REAL STUFF IS EXPENSIIIIIVE.) DOESN'T ALWAYS LOOK GREAT! COLORS CAN SMEAR, RECESSED LINES CAN GET ERASED, LINES GET FLATTENED, AND DESPAIR KICKS IN. YOUR IMAGE IS FLAT AND LIFELESS NOW BECAUSE YOU DIDN'T THINK ABOUT THE 3-DIMENSIONAL ASPECT OF YOUR PIN. DO YOU WORK IN A SUPERFLAT STYLE? SOFT ENAMEL IS GONNA MAKE YOUR ART LOOK TERRIBLE, EVEN WITH EPOXY. ON TOP OF THAT, IT COSTS MORE BECAUSE THE MORE DIFFICULT A DESIGN, THE MORE UNITS NEED TO BE PRODUCED TO PICK OUT THE GOOD ONES. BE SMART. YOU DON'T HAVE TO LIVE LIKE THIS. THINK OF YOUR DESIGN. YOU DON'T HAVE TO HAVE HARD ENAMEL IF YOU DON'T WANT TO. THERE ARE ALREADY SO MANY DESIGNS THAT ONLY WORK AS SOFT ENAMEL. IT'S FINE. THE QUALITY OF THE FINAL PRODUCT SHOULD COME FIRST.

CLOISONNE?

CLOISONNE IS THE TRADITION ENAMEL PINS EVOLVED FROM. CRUSHED, COLORED GLASS IS MELTED DOWN AND Poured INTO THE METAL. THIS RESULTS IN THE HIGHEST QUALITY PINS POSSIBLE, USUALLY NOTED AS "JEWELRY GRADE." THE EASIEST WAY TO TELL THE DIFFERENCE BETWEEN THESE AND HARD ENAMEL PINS IS TO FEEL THE TOP OF THE PIN; IT'S COMPLETELY SMOOTH ON CLOISONNE PINS, WHILE YOU CAN FEEL THE METAL RIDGES ON HARD ENAMEL. THEY'RE SHINIER, AND HAVE A GLOW TO THEM THAT ENAMEL JUST DOESN'T QUITE ACHIEVE.

THERE ARE SOME DOWNSIDES, AS THERE ARE WITH ANY METHOD. YOU CAN DEFINITELY EXPECT PRICES TO BE HIGHER. BUT AS WITH ANYTHING, YOU GET WHAT YOU PAY FOR. MANY METAL OPTIONS ARE ALSO UNAVAILABLE WITH THIS METHOD, NOTABLY DYED AND ANTIQUE/MATTE METALS. ON TOP OF THIS, WHILE GLASS ENAMEL DOES LOOK BEAUTIFUL, IT CAN BE DIFFICULT IF NOT IMPOSSIBLE TO GET EXACT COLORS, AS THE PANTONE SYSTEM CANNOT BE USED. IF YOUR DESIGNS CAN WORK AROUND THIS, THOUGH, YOU CAN ACHIEVE BEAUTIFUL RESULTS.

IRON OR ZINC ALLOY?

THIS IS THE BASE METAL THAT MAKES UP YOUR ENAMEL PIN. GOLD, SILVER, ETC IS PLATED ON TOP OF THIS BASE. YOUR MANUFACTURER MAY ASK YOU ABOUT THIS, BUT MOST LIKELY ONLY IF YOU HAVE A DESIGN WITH A LOT OF TIGHT CUTOUTS IN THE SILLOUETTE OR DIE-CUTS/HOLES. THERE IS A DIFFERENCE, SO TAKE NOTICE!

IRON

- THE MOST COMMON OPTION FOR PINS
- CHEAPEST OPTION FOR PINS
- MORE SUSCEPTIBLE TO RUST
- CANNOT HANDLE TIGHT CUTS; WILL USUALLY USE RECESSING TO COMPENSATE FOR THIS
- ATTEMPTS TO USE FOR COMPLEX OUTLINES WILL RESULT IN JAGGED LINES
- BEST SUITED FOR SILHOUETTES WITHOUT TIGHT TURNS

ZINC ALLOY

- THE NATURE OF THE METAL ALLOWS FOR TIGHT, CLEAN LINES DESPITE COMPLEXITY
- ALLOWS FOR DIE-CUTS WITHIN THE PIN ITSELF
- MUCH MORE EXPENSIVE PER PIN; WILL ALSO INCUR AN EXTRA FEE ON YOUR MOLD FEE (MOLDS ARE MADE FOR EITHER ZINC ALLOY OR IRON BUT NOT BOTH.)

A NOTE REGARDING ANODIZED METAL: SOME COMPANIES WILL USE EITHER ONE OR THE OTHER FOR ANODIZED METAL, BUT NOT BOTH. IF YOU'RE COMMITTED TO STICK TO A SINGLE COMPANY, BE PREPARED TO ADJUST YOUR DESIGNS (AND WALLETS) TO ACCOMMODATE THEIR RESTRICTIONS.

WHAT ARE MY METAL OPTIONS?

YOU CAN CHOOSE FROM A VARIETY OF METAL PLATING OPTIONS. ASK YOUR SUPPLIER WHAT THEY HAVE AVAILABLE. THE MOST COMMON OPTIONS ARE:

- GOLD
- SILVER
- BRONZE
- COPPER
- BLACK NICKEL
- MATTE GOLD
- MATTE SILVER
- BLACK DYE METAL (PAINTED BLACK)
- ANTIQUE GOLD
- ANTIQUE SILVER
- ANTIQUE COPPER

A GOOD SUPPLIER WILL OFFER YOU A PICTURE OF ALL THE TYPES OF METAL THEY HAVE AVAILABLE. LOOKING FOR SOMETHING YOU DON'T SEE? ASK!

ROSE GOLD IS AN OPTION THAT HAS BECOME MORE COMMON IN THE LAST YEAR. BECAUSE IT INVOLVES MIXING METAL, THE COLOR CAN BE INCONSISTANT FOR REASONS TO BE COVERED.

ENAMEL PAINTED METAL (PAINTED ANY PANTONE) AND ANODIZED (RAINBOW) METAL ARE LESS COMMON; AGAIN, NEVER HURTS TO ASK, BUT BE PREPARED TO SHOP AROUND.

ANTIQUE METALS ARE RECOMMENDED ONLY FOR SOFT ENAMEL PINS DUE TO THE ANTIQUING PROCESS MAKING IT LOOKS INTENTIONALLY "DIRTY." I CAN ONLY RECOMMEND IT FOR PINS WITH HEAVY RECESSING (CUT OUT AREAS WITH NO ENAMEL.)

DON'T UNDERESTIMATE GOLD! IT MAKES A GREAT OUTLINE METAL FOR A REASON.

ANODIZED / RAINBOW METAL

ANODIZED METAL, BETTER KNOWN AS "RAINBOW" METAL, IS METAL PLATING THAT'S BEEN CHEMICALLY TREATED IN A WAY THAT CAUSES THE COLOR OF THE METAL TO MORPH INTO A RANGE OF COLORS FROM BLUE GREEN TO PURPLE TO YELLOW, RESEMBLING OIL-SLICK. WHILE TRADITIONALLY ANODIZED METAL IS ELECTROPLATED WITH AN OXIDE METAL LAYER, IRON TURNS THIS TO RUST AND IS INSTEAD DYED TO ACHIEVE THIS EFFECT. HOW THE DYE POOLS ON TOP OF THE METAL VARIES AND AS A RESULT CANNOT BE CONTROLLED. MOST BATCHES WILL STICK TO THE PURPLE RANGE; OTHERS MAY HAVE AN ASSORTMENT OF YELLOW OR BLUE UNITS. RECESSED AREAS CAN ACHIEVE INTERESTING AND CONTRASTING COLOR RESULTS.

THE DRAWBACK WITH THIS METAL IF YOU REMEMBER IPOD MINIS IS THAT THE PROCESSING MAKES THE PLATING WEAK AND SUSCEPTIBLE TO CHIPPING, WHICH IS WHY IT (SHOULD) NEVER BE OFFERED AS HARD ENAMEL; THE SURFACE WILL SCRAPE AWAY. QUALITY WILL ALSO VARY BY COMPANY, ESPECIALLY IF YOU'VE RUSHED THEM. ISSUES RANGING FROM WEAK COLOR TO GREY MOTTLING FROM BAD DYE JOBS, AND OF COURSE SCRATCHES IN THE WEAKENED METAL. ANODIZED METAL LOOKS BEST AGAINST BLACK, WHITE, PASTEL, AND NEON ENAMELS. JEWEL TONES WILL CLASH. DON'T HAVE TO LISTEN TO ME, IT'S JUST PERSONAL EXPERIENCE IN WORKING WITH THE METAL AS MUCH AS I HAVE. EXPERIMENT.

ONE LAST NOTE: THIS IS EXPENSIVE. CHOOSE WISELY.

PMS (PANTONE) DYE METAL

PRETTY STRAIGHT FORWARD, THIS IS WHEN INSTEAD OF A METAL PLATING THE METAL BASE IS COLORED WITH EPOXY PAINT BASED ON THE PANTONE COLOR SYSTEM. THIS IS A GREAT ALTERNATIVE TO BLACK NICKEL IF YOU WANT TO ACHIEVE A MATTE BLACK OUTLINE. PLEASE NOTE THAT IF YOU FORCE YOUR COMPANY TO DO THIS WITH HARD ENAMEL, EVEN IF THEY DO IT IT'S GOING TO SMEAR AND TURN INTO A DISASTER. USE AN EPOXY COAT INSTEAD, IT REALLY MAKES THE COLOR POP AND WILL PROTECT IT FROM SCRATCHES.

COAT THOSE
PUPPIES!



ROSE GOLD AKA SATAN'S PLATING



ROSE GOLD. OH ROSE GOLD. THE MAIN METAL IN THE TOOLKIT OF PASTEL ARTISTS. AESTHETIC METAL.

ABSOLUTELY THE WORST METAL CHOICE YOU CAN PICK.

IS IT PRETTY? IT CAN BE. IF YOU GET LUCKY. ROSE GOLD PLATING IS A GOLD-COPPER ALLOY WITH SILVER MIXED IN. FOR THOSE WHO ARE BETTER AT CHEMISTRY THAN ME, THIS IS A NIGHTMARE WAITING TO HAPPEN. GOLD BY ITSELF? PERFECTLY FINE. WITH COPPER MIXED IN? YOUR METAL HAS NOW ENTERED CORROSION TOWN. ROSE GOLD PLATING FREQUENTLY COMES OUT LOOKING CHEWED UP. IT'LL ALSO BE ONE OF THE FIRST PINS IN YOUR COLLECTION TO CORRODE. DOESN'T EVEN NEED TO BE WATER, EXPOSURE TO THE AIR WILL DO IT. WANT TO TRY TO SAVE IT AND POLISH IT? BETTER NOT USE AN ALCOHOL WIPE. IT'LL BLEACH THE COLOR OF THE METAL AND TURN IT SILVER. MICROFIBER IS YOUR BEST BET, PROVIDED IT DOESN'T SNAG ITSELF TO DEATH ON THE SURFACE OF THE PIN.

REMEMBER THE PART WHERE I SAID "IF YOU'RE LUCKY?" HOW THESE PARTS GET MIXED TOGETHER WILL VARY THE COLOR WILDLY, AND NO TWO FACTORIES DO IT THE SAME. IF YOUR COMPANY OUTSOURCES YOUR PIN...GOOD LUCK GETTING THE COLOR YOU WANT. EVEN A LITTLE MORE OF ONE ALLOY OVER THE OTHER WILL CAUSE ISSUES. THIS ALSO ASSUMES YOUR COMPANY IS BEING HONEST. SOME COMPANIES WILL JUST USE STRAIGHT UP COPPER BECAUSE MOST PEOPLE DON'T KNOW WHAT THEY'RE LOOKING AT TO BEGIN WITH.

"BUT WHY WOULD THEY AVOID THIS BEAUTIFUL METAL?" FIRST OFF, ACKNOWLEDGE THIS METAL AS THE PRETTY DEVIL IT IS. SECOND, THE DEFECT RATE IS JUST SO HIGH. ESPECIALLY AT SIZES OVER 1.5", THIS PLATING EXPERIENCES PITTING IN THE SURFACE AND TARNISH MARKS, ESPECIALLY WITH HARD ENAMEL. IT'S NOT A STABLE COMPOSITION, AT ALL. YOU WILL GET DEFECTS. THAT'S ALSO WHY ROSE GOLD COSTS MORE; THIS PLATING IS SO DEFECTIVE, THEY HAVE TO PRODUCE NEARLY DOUBLE THE UNITS TO GUARANTEE THEY CAN PICK OUT THE GOOD ONES. IF YOU HAVE YOUR COMPANY ON A TIGHT SCHEDULE? THEY'RE NOT GONNA HAVE ENOUGH TIME TO MAKE THOSE DUPLICATES AND YOU GET WHAT YOU GET. CAN YOU ASK TO PAY MORE AND REQUEST HIGH QUALITY ONES? SURE, IF YOU HAVE THE TIME TO WAIT. BUT YOU CAN ALSO EXPECT THAT THEY MAY DENY THE REQUEST AS BEING TOO MUCH TROUBLE. COMPANIES WILL DO THIS IF THEY THINK IT'S GOING TO END POORLY FOR THEM. LIKE ROSE GOLD, SUCCUBUS METAL. BEST PART? IT HATE HARD ENAMEL, THAT STYLE EVERYONE CONSIDERS KING. TARNISH MARKS THAT LOOK LIKE BURNS ARE COMMON, ALONG WITH MISCOLORED ENAMEL AND OTHER ISSUES. YOU WANT TO DO BIG ROSE GOLD ENAMEL PINS? ANYTHING OVER 1.5" INCHES IS GUARANTEED TO HAVE THESE ISSUES. YOU WILL HATE YOUR COMPANY, BUT THE REALITY IS ROSE GOLD DID THIS TO YOU. IT SEDUCED YOU, SENT YOU ON A WILD GOOSE CHASE FOR SIX SEASONS, AND REVEALED ITSELF AS A LIAR AFTER TAKING ALL YOUR MONEY.

PLEASE, I NEED IT FOR AESTHETIC

FINE. IF YOU CAN ACCEPT THE RESPONSIBILITY OF THIS GOING HORRIBLY WRONG, HERE IS MY ADVICE FOR ROSE GOLD:

-ASK FOR SAMPLES OF THEIR PREVIOUS ROSE GOLD WORK SO YOU KNOW WHAT THEIR VERSION LOOKS LIKE.

-AIM FOR 1.5" OR LESS FOR HARD ENAMEL. FOR SIZES OVER THAT, SOFT ENAMEL WITH EPOXY WILL LOOK NICER AND PROTECT THE METAL FROM GETTING BEAT UP.

-SOFT ENAMEL DOESN'T SUFFER AS MANY ISSUES AS HARD ENAMEL. SMALLER SIZES WILL HIDE THESE.

-WHITE, BLACK, AND PASTELS LOOK BEST.

-DO NOT CLEAN WITH ALCOHOL WIPES, IT'LL BLEACH THE METAL BECAUSE IT'S 3 ALLOYS IN ONE AND A CHIMERA THAT SHOULDN'T EXIST. MICROFIBER CLOTH WILL POLISH IT FINE, WHICH YOU WILL BE DOING FREQUENTLY TO PREVENT CORROSION.

-IF YOUR FACTORY SAYS THEY DON'T HAVE IT, LET IT GO. NOT EVERYONE WILL DO IT BECAUSE IT'S NOT WORTH THEIR TIME. FIND SOMEONE ELSE TO COMMIT THESE DARK DEEDS.

ADDITIONAL THOUGHTS ABOUT METAL

THE METAL COMPONENT OF ENAMEL PINS IS SOMETHING THAT MAKES THIS MEDIUM STAND OUT FROM OTHER ITEMS YOU SEE IN ARTIST ALLEY. UNLIKE PRINTS, STICKERS, AND KEYCHAINS, YOUR IMAGE BECOMES 3-DIMENSIONAL. THIS IS SOMETHING THAT NEEDS TO BE TAKEN INTO CONSIDERATION WHEN DESIGNING. THE METAL IS NOT JUST AN OUTLINE, IT'S ANOTHER COLOR IN YOUR DESIGN. I OFTEN SEE DESIGNS THAT OUTLINE A COLORED ENAMEL OUTLINE WITH THE METAL, WHEN THE PIN COULD BE STRENGTHENED BY INCORPORATING IT INTO THE DESIGN ITSELF.

THERE ARE DEFINITELY MANY CHALLENGES THAT ARE PRESENTED WHEN WORKING WITH METAL. A LINE THICKNESS OF LESS THAN 1MM WILL RESULT IN POOR, JAGGED LINES. SOME COMPANIES WILL CORRECT THIS FOR YOU, BUT IF YOUR DESIGN DOESN'T ACCOUNT FOR THIS THEN IT BECOMES BLOBBY. PRINTING OUT YOUR DESIGN AT THE INTENDED SIZE IS A GREAT WAY TO CHECK YOUR LINES AND FILLS. IF A FILL DOESN'T LOOK LIKE YOU COULD GO IN WITH A SYRINGE TO FILL IT, IT'S TOO SMALL. ADJUST YOUR DESIGN, OR EVEN CONSIDER JUST MAKING IT METAL.

PIN CLEANING AND MAINTENANCE

ENAMEL PINS ARE NOT GENERALLY MADE OUT OF THE HIGHEST QUALITY METALS ON EARTH. (YOU'RE READING THIS BECAUSE YOU DON'T WANT TO PAY FOR THOSE.) MOST PINS YOU GET YOUR HANDS ON WILL BE IRON BASED. MANY WILL BE ROSE GOLD, OR COPPER, BOTH METALS THAT OXIDIZE QUICKLY. YOU MIGHT HAVE NOTICED THAT PINS LEFT EXPOSED TO THE ELEMENTS GETTING SAD REAL FAST. NO ONE WANTS TO SAY GOODBYE TO SOMETHING THAT SHOULD THEORETICALLY OUTLIVE YOU AND CONFUSED FUTURE ARCHEOLOGISTS, SO HERE'S A SHORT LIST OF WAYS TO CARE FOR YOUR PINS:

- TRY NOT TO EXPOSE THEM TO WATER FOR PROLONGED AMOUNTS OF TIME. PINS TRAPPED WITH MOISTURE FOR 24 HOURS ARE GOING TO SEE RUST THAT OCCURS BETWEEN THE ENAMEL AND METAL ITSELF. YOU CAN'T FIX THAT. IT'S TOO LATE.

- ANODIZED METAL PINS OFTEN HAVE WEAK BACKS DUE TO THE PROCESS USED TO MAKE THEM. METAL JEWELRY GLUE WILL POP THEM RIGHT BACK INTO PLACE. IF A POST SNAPS OFF IN THE MIDDLE...IF YOU CAN'T BUY A NEW PIN YOU'RE GONNA HAVE TO GET CREATIVE.

- PINS WILL SURVIVE LAUNDRY MACHINES IF DRIED QUICKLY BUT IT CAN DEGRADE THE ENAMEL. TINY FILLS WILL CHIP AND FALL OUT. CHECK YOUR SHIRTS.

- ALCOHOL WIPES ARE NICE BUT CAN BLEACH METALS LIKE ROSE GOLD. USE A MICROFIBER CLOTH LIKE YOU WOULD USE FOR GLASSES. GOOD FOR THE ENVIRONMENT AND YOUR PINS. CAN ALSO BUFF YOUR PINS BACK UP TO A NICE SHINE.

WHAT ARE MY COLOR OPTIONS?

ENAMEL PINS ARE DESIGNED USING THE PANTONE COLOR SYSTEM, WHICH IS USED TO MATCH PAINT COLORS PRECISELY. COLORS ARE MIXED TO ORDER, SO THERE CAN BE SOME VARIATION BETWEEN ORDERS. ESPECIALLY WITH HARD ENAMEL PINS, WHILE THE COLOR CAN GO IN THE SHADE IT WAS INTENDED TO BE, IT CAN DARKEN DURING THE HARDENING PROCESS. PANTONE BOOKS ARE EXPENSIVE AND ARE FUGITIVE, SO THEY DON'T LAST FOREVER. CHEAP ONES CAN BE FOUND ON EBAY, I JUST RECOMMEND BUYING ONE THAT HASN'T BEEN OPENED YET TO MAKE IT LAST AS LONG AS POSSIBLE. A BRAND NEW ONE WILL BE THE MOST ACCURATE, ESPECIALLY WITH PAINT CHIPS, BUT IT'S A GOOD AFFORDABLE START. MAKE SURE YOU GET SOLID COATED, AS THAT'S WHAT THEY USE FOR ENAMEL PIN PRODUCTION. MANY ENGLISH SITES HAVE LISTS YOU CAN REFER AS WELL, AS SOME COMPANIES HAVE RESTRICTED PANTONE LISTS. PHOTOSHOP ALSO HAS A BUILT IN PALLETTE BUT MONITORS DON'T PORTRAY THE COLOR CORRECTLY. PANTONES ARE THE BEST WAY TO ENSURE YOUR COLORS ARE EXACTLY WHAT YOU WANT.

MOST COMPANIES WILL GIVE YOU AT LEAST 4 COLORS FOR FREE. AFTER THAT, EXPECT APPROXIMATELY \$0.10 EXTRA PER COLOR PER PIN. EACH MANUFACTURER IS DIFFERENT, SO MAKE SURE YOU CONFIRM THIS! 5-7 COLORS IS USUALLY A GOOD UPPER LIMIT. ALSO...THE MORE COLORS YOU HAVE, THE HIGHER YOUR ODDS OF MISTAKES HAPPENING. (NOTE: THIS VARIES BY FACTORY.)

BRIGHT, BOLD COLORS WORK BEST AGAINST POLISHED METAL; NEUTRAL, EARTHY TONES ARE MUCH MORE DIFFICULT TO BRING TO LIFE, AND PASTELS ARE SUSCEPTIBLE TO DIRT IN THE FACTORY, SO APPROACH WITH CAUTION. THERE IS A LOT OF ROOM TO EXPERIMENT, BUT PRACTICE YOUR COLOR THEORY AND CHOOSE WISELY. YOUR METAL IS A COLOR TOO. (PS YELLOW IS THE WORST, GOOD LUCK.)

A FINAL NOTE; IF YOU ABSOLUTELY NEED SPECIFIC PANTONES FOR YOUR PIN, I HIGHLY RECOMMEND A MIDDLEMAN, WHICH WILL BE COVERED LATER. THEY KNOW WHICH PANTONES FACTORIES STRUGGLE WITH AND CAN POINT YOU AWAY FROM BAD CHOICES TO ENSURE YOUR FINAL PRODUCT IS EXACTLY WHAT YOU WANT.

TRANSLUCENT ENAMEL

TRANSLUCENT ENAMEL IS A CLEAR VERSION OF THE ENAMEL THAT CAN BE USED WHICH SHOWS THE METAL UNDERNEATH. THE COLOR OPTIONS FOR THIS ARE LIMITED; ROYGBIV COLORS ONLY, AND PANTONES CANNOT BE RELIABLY USED TO INDICATE COLOR. IF YOU WANT TO CONTROL HOW "DEEP" THE COLOR IS, YOU'LL NEED TO REQUEST SAMPLES/PROOFS, WHICH WILL BE COVERED LATER. THERE'S A LOT OF COOL EFFECTS THAT CAN BE ACHIEVED WITH THIS. YOU CAN ADD TEXTURES UNDERNEATH AS A "MID GROUND METAL LAYER" INDICATED IN YOUR FILE. IT'S ALSO A GREAT WAY TO MIMIC TRADITIONAL CLOISSONNE, IF YOU WANT MORE OF A FINE JEWELRY APPEARANCE. I DO NOT RECOMMEND DOING THIS IN A TIGHT TIME FRAME.

STAINED GLASS PINS

LUMPING THESE TWO TOGETHER BECAUSE THEY USE THE SAME COLOR AND MATERIALS. STAINED GLASS PINS ARE ACHIEVED WHEN YOU CREATE A FRAME WITH THE METAL AND INLAY IT WITH TRANSPARENT ENAMEL THAT ISN'T BACKED WITH METAL. IT CAN LOOK BEAUTIFUL WITH THE LIGHT COMING THROUGH IT, AND YOU CAN EVEN GO A STEP BEYOND AND SCREENPRINT ON TOP OF IT. NOW FOR THE BAD PART: IT'S VERY, VERY EXPENSIVE, TIME CONSUMING, DEFECTIVE, AND NOT EVERY FACTORY WILL DO IT FOR ALL THOSE REASONS. DUST IS EASILY CAPTURED, AIR BUBBLES ARE COMMON. AND BECAUSE OF THE BACK AND FORTH EDITS AND SAMPLES REQUIRED, YOU WILL NOT GET ANYTHING QUALITY BACK IF YOU RUSH. ADD ON SEVERAL WEEKS OF TIME ON TOP OF NORMAL TURNAROUND TO ENSURE YOU GET A GOOD PRODUCT. I NEED TO EMPHASIZE: THIS IS SO DING DANG EXPENSIVE THAT I HAVEN'T EVEN TRIED IT MYSELF YET. TOO MUCH RISK FOR ME AT THIS TIME.

DIE-STRUCK PINS

DIE-STRUCK PINS ARE A SPECIFIC STYLE OF PINS THAT DON'T USE ANY ENAMEL; THE DIE HITS THE METAL, THE PIN IS PLATED, AND IT'S DONE. THIS IS A STYLE I ENJOY A LOT. IT'S CHALLENGING TO CREATE A LIMITED PALETTE DESIGN, BUT ECONOMICAL WITH A LOW FAILURE RATE. LINES CUT INTO THE METAL ARE REFERRED TO AS RECESSING. THIS CAN BE INDICATED AS A COLORED LINE ON YOUR DESIGN NOTED AS "NO FILL." THIS CAN BE DONE WITH ANY METAL PLATING, BUT THE BEST CONTRASTS ARE ACHIEVED WITH ANTIQUE PLATING, THE ONE TIME IT'S REALLY USEFUL AT ALL. THE PIN RECEIVES A MATTE METAL PLATING AND THEN HAVE A STAIN APPLIED. ANYWHERE THERE'S A RECESS WILL RECEIVE THE STAIN, WHILE RAISED SURFACE AREAS WILL HAVE IT WIPED AWAY, RESULTING IN A STREAKY APPEARANCE THAT "AGES" THE METAL. IT'S A VERY SPECIFIC EFFECT THAT DOESN'T WORK FOR EVERYONE OR FOR EVERY DESIGN, BUT IT DOES GIVE OFF A FEELING OF MASS THAT HARD ENAMEL CAN SOMETIMES FAIL TO CONVEY. AGAIN, HARD TO MESS UP A DESIGN THAT HAS VERY LITTLE TO MESS UP TO BEGIN WITH. THEY ALSO TEND TO BE MUCH FASTER TO MANUFACTURER AS SEVERAL STEPS GET CUT OUT OF THE PROCESS.

3D-MOLDED PINS

YOUR PIN CAN BE DESIGNED TO HAVE ELEMENTS THAT ARE MOLDED AND 3-DIMENSIONAL. THERE'S NOT MUCH YOU CAN DO ON YOUR END TO ACHIEVE THIS; THIS IS ANOTHER ONE OF THOSE TECHNIQUES WHERE YOU CAN EXPECT TO EMAIL WITH YOUR CHOSEN FACTORY BACK AND FORTH FOR A WHILE BEFORE YOU'RE SATISFIED. THE WHOLE DESIGN CAN BE MOLDED, OR PARTIAL BITS. ANTIQUE METAL ALSO SHINES THROUGH WITH THESE DESIGNS. DO EXPECT, HOWEVER, THAT THIS WILL COST MORE, BOTH FOR LABOR IN BUILDING THE 3D FILE, AND THE EXTRA MATERIALS USED TO PRODUCE THE FINAL PRODUCT.

IT CAN BE PARTIAL BITS, OR THE WHOLE DESIGN. INDICATE WHICH PARTS SHOULD BE RAISED AND THE COMPANY CAN HANDLE IT FROM THERE. LOTS OF DIAGRAMS HELP. YOU CAN SHADE THE DESIGN TO INDICATE APPROXIMATELY WHAT YOU WANT AS WELL, AND USE LINES TO INDICATE DIPS. NOT RECOMMENDED FOR THE INEXPERIENCED OR PEOPLE LIKE ME WHO CAN BARELY VISUALIZE WHAT A CUBE SHOULD LOOK LIKE.

CONNECTED PINS

DESIGNS DON'T HAVE TO BE LIMITED TO A SINGLE PIN. DESIGN SETS ASIDE, THERE'S A LOT OF FUN TO BE HAD WITH PINS THAT ARE CONNECTED TO EACH OTHER. MOVING PINS DEAL A LOT WITH THIS CONCEPT, BUT THE MOST COMMON (AND ECONOMICAL) IS WHAT CAN BE DONE WITH LOOPS AND CHAINS. THERE ARE A VARIETY OF COOL THINGS YOU CAN DO WHEN PLAYING WITH THESE, BUT THE MOST POPULAR ARE COLLAR PINS. THEY CAN BE WORN IN A VARIETY OF WAYS, AND CAN MAKE VERY SHARP FASHION STATEMENT. SYMMETRICAL SETS WITH A SINGLE DESIGN ARE GREAT BECAUSE YOU'RE USUALLY LOOKING AT A SINGLE MOLD FEE. ASYMMETRICAL SETS CAN LEAD INTO SOME COOL IDEAS AS WELL.

THERE ARE TWO WAYS THESE CAN BE APPROACHED. YOU CAN HAVE LOOPS WELDED TO THE PIN BEFORE PLATING AND HAVE A CHAIN CONNECT TO THOSE. (SOME COMPANIES WILL DO THIS FOR YOU, BUT YOU MAY NEED TO DO THIS YOURSELF IF YOU WANT CERTAIN COLORS.) YOU CAN ALSO ARRANGE FOR A SEPARATE CHAIN TO GO BEHIND THE PIN AND LOOP AROUND THE POST SO THAT IT'S TRAPPED BETWEEN THE PIN AND THE BACK WHEN WORN. THIS IS A GOOD OPTION FOR PINS THAT YOU WANT TO ALSO BE WORN SEPARATELY AND NOT BE CONSTRICTED AS A SET. THE DRAW BACK TO THIS IS THAT YOU'LL NEED TO SOURCE AND CONSTRUCT THE CHAINS YOURSELF.

THERE'S A LOT TO EXPLORE HERE! MY PERSONAL EXACMPLE IS MY UFO PIN; THE BEAM IS A SEPARATE PIECE THAT DANGLES FREELY WITHOUT A PIN POST. BEWARE OF COSTS THAT QUICKLY DOUBLE UP ON YOU, BUT GET CREATIVE!

BACKINGS

SOMETHING THAT IS OFTEN OVERLOOKED IS THE BACKING OF THE PIN. THIS HOLDS THE PIN IN PLACE. YOUR TWO MAIN CHOICES ARE BUTTERFLY CLIPS AND RUBBER BACKS.



BUTTERFLY CLIPS ARE METAL AND TEND TO HOLD THE PIN IN PLACE A BIT BETTER, BUT CAN BECOME WEAK AND FAIL, OR THE PIN CAN RUPTURE IT AND POKE THE WEARER. PINS CAN ALSO EASILY SPIN AROUND IN PLACE.



RUBBER BACKS KEEP THE PIN FROM MOVING IN PLACE AS MUCH, BUT DON'T DO WELL ON THICK CLOTH AND POP OFF EASILY. YOU CAN GET THESE IN DIFFERENT COLORS DEPENDING ON YOUR VENDOR. SOME PEOPLE LIKE TO HAVE CUSTOM-SHAPED ONES MADE AS WELL.



LOCKING BACKS ARE A THIRD OPTION. WHILE THEY TEND TO COST MORE, LOCKING BACKS ARE THE SUPERIOR BACK. OFTEN USED WITH TIE PINS, THEY HAVE A PART THAT MUST BE PULLED WHEN PULLING IT OFF, MAKING ACCIDENTS ALMOST A NON-ISSUE. THESE CAN ALSO BE ORDERED IN BULK AND OFFERED AS AN UPGRADE TO CUSTOMERS FOR AN ADDITIONAL COST.

FINISHING OPTIONS

THERE ARE A LOT OF EXTRA BELLS AND WHISTLES YOU CAN ADD TO YOUR PINS TO REACH YOUR VISION. I WON'T GET INTO ALL OF THEM HERE, AS EVEN I DON'T KNOW EVERY LITTLE POSSIBLE THING YOU CAN DO. BUT HERE'S A SHORT LIST JUST TO GIVE YOU AN IDEA.

- TEXTURED RECESSING (SAND IS THE MOST COMMON TEXTURE; ASK FOR WHAT'S AVAILABLE.)
- TRANSPARENT ENAMEL (CAN BE COLORED AND USED TO SHOW THE METAL UNDERNEATH, OR ACHIEVE A STAINED GLASS EFFECT VIA DIE CUT; TAKE NOTE, THIS TRICK LOVES PRESERVING DUST.)
- SCREENPRINTING/OFFSET PRINTING (EXTRA MOLD FEE PER COLOR, BUT GREAT WHEN YOU DON'T WANT AN OUTLINE. ALSO GREAT FOR DESIGNS THAT NEED FINE LINES THAT METAL CAN'T CAPTURE, OR EVEN PHOTO IMAGES.)
- BACKSTAMP (GREAT FOR BRANDING, ANOTHER MOLD FEE. INCREASING IN IMPORTANCE.)
- CHAINS, CUFFLINKS, KEYCHAINS, LOOP ATTACHMENTS FOR JEWELRY
- GLITTER AND PEARL (DEPENDS ON WHAT THEY OFFER.)
- GLOW-IN-THE-DARK (ASK WHAT POWDERS ARE AVAILABLE)
- MOVING PARTS, HINGES, DOUBLE PIN WELDING, TWO-TONE METAL, LEDS, AND MORE

DEPENDING ON WHAT YOU ASK FOR, EXPECT HIGHER MINIMUM ORDER QUANTITIES AND A HIGHER COST PER PIN.

REMEMBER THAT THIS ALL COSTS

\$\$\$.

THE GLITTER RANT

GLITTER IS SOMETHING THAT CAN MAKE OR BREAK A DESIGN. IT'S A POPULAR EFFECT TO ADD TO PINS THAT IS PRICED AS AN ADDITIONAL COLOR. MANY COMPANIES WILL HAVE MULTIPLE GLITTER OPTIONS YOU CAN ASK FOR, SO IF THIS IS A ROUTE YOU WANT TO PURSUE, BE SURE TO ASK FOR EXAMPLES. HOW THE GLITTER APPEARS LARGELY DEPENDS ON WHAT COLOR YOU CHOOSE; SOME WILL MAKE IT APPEAR SUBTLE, OTHERS WILL MAKE IT TOO OBVIOUS. TRANSPARENT ENAMEL CAN WIELD INTERESTING RESULTS TOO...

THAT BEING SAID: NOT EVERYTHING NEEDS GLITTER. THE RULE OF THUMB I PERSONALLY FOLLOW IS IF GLITTER WILL ENHANCE THE DESIGN AND MAKES SENSE IN THE DESIGN, GO FOR IT. THAT GOES INTO "PERSONAL OPINION" TERRITORY, BUT THERE ARE MANY DESIGNS THAT GO FROM OKAY TO KITSCH BECAUSE OF GLITTER. ALSO: SEEING HOW YOUR CHOSEN COMPANY DOES GLITTER WILL MATTER A LOT BECAUSE THERE ARE TWO WAYS GLITTER GETS PLACED ON A PIN: SPRINKLED ON OR CARPET BOMBED. THIS WILL MAKE A BIG DIFFERENCE, SO MAKE SURE YOU ASK! GETTING SPECIFIC IS OKAY! YOU'RE MAKING AN INVESTMENT!



GLOW-IN-THE-DARK

GLOW IN THE DARK POWDER CAN BE ADDED TO YOUR FILL AT A SIMILAR COST TO GLITTER. SOMETIMES DIFFERENT COLORED POWDERS ARE AVAILABLE TO PICK FROM, BUT WHITE WITH GREEN GLOW IS THE MOST COMMON. THIS POWDER IS THEN MIXED IN WITH THE ENAMEL COLOR OF CHOICE. COLORED GLOW IN THE DARK POWDER LOOKS BEST WITH MATCHING COLORS. WHITE IF IT'S THE ONLY ONE AVAILABLE CAN BE MIXED WITH ANYTHING BUT WILL MUTE THE COLORS OF THE PANTONE. IT ALSO WON'T SHOW AS NICELY; WHITE WILL GET YOU THE BRIGHT GLOW.

IT CAN BE TEMPTING BUT I DON'T RECOMMEND MIXING GLITTER IN WITH GLOW IN THE SAME FILL. GLITTER IS A SOLID (TEENY TINY) OBJECT THAT WILL BLOCK THE LIGHT OF THE GLOW AND OBSCURE IT. AND IT WILL LOOK WEIRD. I PROMISE.

GLOW CAN LEAVE THE ENAMEL WITH A SANDY TEXTURE IF NOT FINISHED AS A HARD ENAMEL. HOW YOU FINISH YOUR PIN SHOULD BE UP TO YOU, BUT KEEP THAT IN MIND WHEN DESIGNING.

OFFSET OR SCREENPRINT

BOTH OF THESE TECHNIQUES ARE A WAY TO CHEAT THE ENAMEL SYSTEM AND PRINT COLORS WITHOUT RELYING ON LINES OR METAL. THEY ARE NO LONGER YOUR MASTER! ...IF YOU HAVE THE CASH FOR IT, THAT IS. YOU WILL NEED A MOLD FEE FOR THIS, EITHER BY COLOR FOR SCREENPRINT, OR PER DESIGN FOR OFFSET. BOTH OF THESE TECHNIQUES VARY SLIGHTLY, BUT I WILL WARN YOU: THEY WORK BEST ON HARD ENAMEL. YOU CAN PRINT ON THE METAL DIRECTLY IF YOU HAVE TO. BOTH CAN ALSO BE EASILY SCRATCHED OFF WITH TOO MUCH ABUSE, SO KEEP THAT IN MIND. IT CAN BE A GREAT SHORTCUT FOR DESIGNS WITH THE SAME BASE, AS YOUR AVERAGE MOLD FEE FOR PRINTING WILL BE ABOUT HALF THAT OF THE PIN MOLD...BUT YOU RISK A CHEAPER LOOKING PRODUCT, IF, SAY, THE BASE PIN IS THAT MUCH DARKER THAN WHAT'S BEING PRINTED. ALSO NOTE THAT SOME COMPANIES WILL REQUIRE YOU REPAY THE MOLD FEE WITH REPRINTS.

-OFFSET: OFFSET PRINTING USES LASER PRINTING TO PRINT OUT AN IMAGE TO BE ADHERED TO YOUR PIN AND FINISHED WITH EPOXY. IT CAN ACHIEVE PHOTO IMAGES AND GRADIENTS, BUT CAN APPEAR GRAINY AND WILL FADE EASILY. ONE OF THE FEW TYPES OF PINS EASILY SOURCED IN THE USA.

-SCREENPRINT: SIMILAR TO TRADITIONAL SCREENPRINTING ON CLOTHES. BEST FOR SINGLE PANTONE COLORS. CAN BE DONE ON METAL OR ENAMEL BUT TAKE NOTE THAT THE METAL UNDERNEATH WILL BE NOTICEABLE IF DONE ACROSS BOTH. CAN SHIFT AROUND SO NOT RECOMMENDED FOR DESIGNS THAT NEED EXTREME PRECISION. (OR BE PREPARED TO PAY FOR A BETTER FACTORY.) I RECOMMEND SETTING UP YOUR FILE WITH AN EXAMPLE OF THE PIN COMBINED WITH THE SCREENPRINT, AND WITHOUT + THE MOLD SO THAT IT'S EASY FOR THEM TO VISUALIZE.

BACKSTAMPING

BACKSTAMPING IS WHEN YOU HAVE AN ADDITIONAL METAL DESIGN STAMPED INTO THE BACK OF YOUR PIN. THIS CAN BE ANYTHING FROM YOUR NAME TO A LOGO TO AN ADDITIONAL DESIGN WINK OR EVEN AN ALL-OVER PATTERN. THIS CAN HELP TO ESTABLISH YOUR PINS AS A PART OF YOUR BRAND AND MARK OWNERSHIP OVER THE DESIGNS. IT CAN ALSO HELP REMIND YOUR CUSTOMERS WHERE THEY BOUGHT THEM FROM SO THEY CAN SEND THEIR FRIENDS TO YOU. YOU CAN EXPECT TO PAY A MOLD FEE FOR THE BACKSTAMP, BUT IT CAN BE REUSED ACROSS MULTIPLE IRON DESIGNS. WITHIN REASON. (ZINC REQUIRES A UNIQUE STAMP FOR EACH DESIGN.) IT DOESN'T HAVE TO BE A RAISED STAMP! IT CAN BE RECESSED, EVEN FILLED WITH ENAMEL. DON'T WANT TO COMMIT TO A STAMP? LASER ENGRAVING IS ALSO AN OPTION AT UP TO .20\$ A PIN DEPENDING ON YOUR MANUFACTURER.

IT'S AN EXTRA COST THAT CAN BE OFF-PUTTING, BUT WELL WORTH THE INVESTMENT AND I HIGHLY, HIGHLY SUGGEST YOU INVEST IN A BACKSTAMP. RECENT LAWSUITS BETWEEN ARTISTS AND LARGER COMPANIES RIPPING THEIR DESIGNS HAVE BEEN THROWN INTO THE FAVOR OF THE ARTISTS BECAUSE THEY HAD BACK-STAMPS ON THE ORIGINALS. THE LARGER COMPANIES HAD INTENTIONALLY REMOVED THE BACKSTAMPS, ESTABLISHING INTENT TO STEAL THE DESIGNS DESPITE CLAIMING THEM "GENERIC." GOING FORWARD, THERE IS NOW A LEGAL PRECEDENT WHERE YOUR BACKSTAMP CAN PROTECT YOUR ART, AT LEAST IN THE STATES! BETTER SAFE THAN SORRY.

READ MORE HERE: [HTTPS://TINYURL.COM/YD9A834K](https://tinyurl.com/yd9a834k)

MOVING PARTS

THERE ARE AN ASSORTMENT OF MOVING PART PINS THAT CAN BE ACHIEVED. IT VARIES BY FACTORY, BUT OPTIONS INCLUDE:

- SPINNERS
 - SPRINGS/BOBBLES
 - SLIDERS
 - HINGES
- ARTICULATED JOINTS, ETC, MOVING PINS ARE NUTS

EACH PART, SIMILAR TO WELDED PINS, REQUIRES A MOLD, INCLUDING THE JOINT MOVING EVERYTHING, AND THE DIE CUTS USED TO PUT EVERYTHING TOGETHER. COMMUNICATION IS KEY IN MAKING IT WORK, BUT I FIND THAT A FILE THAT SHOWS

1. ALL THE MOLDS TOGETHER INDICATING WHICH PARTS SHOULD MOVE AND HOW.
2. ALL THE SEPARATE ELEMENTS APART.

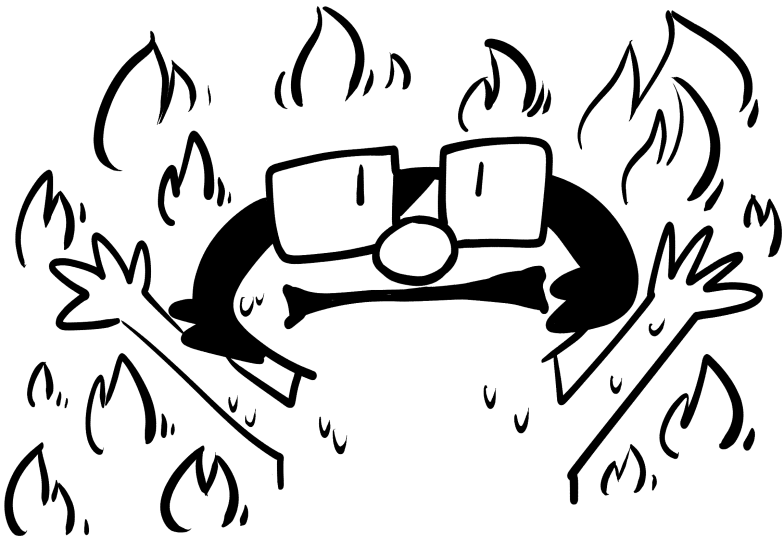
...IS VERY EFFECTIVE. THE COMPANY WILL USUALLY ASSEMBLE FOR FREE, BUT ALL THESE SEPARATE MOLDS ADD UP. MY BIPLANE DESIGN USED 4 MOLDS: BACKSTAMP, BODY, PROPELLER, PEG. IT WAS NOT CHEAP. IT WAS VERY PAINFUL. BUT IT PAID OFF. MAKE SURE THIS IS WORTH IT TO YOU BEFORE COMMITTING. AND I CANNOT EMPHASIZE ENOUGH THAT COMMUNICATION IS KEY TO MAKING THIS HAPPEN. IT'S AMAZING WHAT FACTORIES CAN PUT TOGETHER BASED ON YOUR INSTRUCTIONS, BUT YOU NEED TO BE PATIENT WHILE WORKING THROUGH THE LANGUAGE BARRIER. MANY, MANY EXAMPLE PICTURES OF WHAT YOU WANT IS YOUR KEY TO SUCCESS.

TIME TO PLAY GOD

THERE ARE A LOT OF OTHER METHODS THAT I DON'T COVER IN HERE, SUCH AS LED LIGHTS. I'M NOT GOING TO TALK MUCH ABOUT METHODS I CAN'T ADVISE ON, BUT I WILL CAUTION THIS: THE MORE RARE AND ELUSIVE A TECHNIQUE IS, THE GREATER THE LIKELIHOOD THAT IT'S BECAUSE IT'S A PAIN, TIME CONSUMING, AND VERY EXPENSIVE. I'VE SEEN SUPER COMPLEX AND STUNNING PINS THAT TOOK MONTHS OF NEGOTIATION AND SAMPLES BEFORE A FINAL PRODUCT EMERGED. THE WORK IS SATISFYING, BUT IT CAN FEEL LIKE PULLING TEETH ALONG THE WAY. I'M EXCITED TO SEE PEOPLE EXPERIMENT WITH THE MEDIUM AND HIGHLY ENCOURAGE IT, WHILE ALSO CAUTIONING THAT THIS GUIDE IS DESIGNED FOR NAVIGATING WORST CASE SCENARIO SITUATIONS ON A BUDGET.

DOES IT END AT PINS?

NOT AT ALL! IF YOUR COMPANY IS ABLE TO, YOU CAN OPT OUT OF THE PIN POST, WELD ON A LOOP, AND USE THE SAME DESIGN FOR JEWELRY, KEYCHAINS, AND MORE. THERE'S A VARIETY OF ATTACHMENTS THAT CAN BE USED ON ENAMEL METAL PIECES. I'VE SEEN DESIGNS TURNED INTO EARRINGS. YOU DON'T EVEN HAVE TO STICK TO PIN POSTS; THERE ARE LOTS OF OTHER ATTACHMENT OPTIONS YOU CAN USE. DIFFERENT TYPES OF PIN ATTACHMENTS, EVEN MAGNETS. MAGNETS! YOU CAN MAKE ENAMEL METAL MAGNETS. OR ENAMEL METAL BOTTLE OPENER MAGNETS AND END UP ON SOME DAD'S FRIDGE. DIE-STAMP METAL WORKING HAS SUCH A WIDE RANGE OF THINGS IT CAN BE USED TO PRODUCE. YOU JUST NEED TO FOCUS IN ON WHAT YOU WANT TO CREATE AND SOURCE A COMPANY THAT CAN HELP YOU ACHIEVE YOUR VISION. YOU DON'T HAVE TO STICK TO PINS IF YOU DON'T WANT TO. (DON'T LIVE LIKE ME.)



MOQ WARNING OR THE PRICE OF BEING CHEAP

NOBODY WANTS TO BE STUCK WITH PINS THAT DON'T MOVE. THAT'S WHY I MADE THIS GUIDE. I WANT YOU TO THINK REALLY CAREFULLY ABOUT WHAT YOU'RE DOING AND WHAT YOU'RE COMMITTING TO. FOR YOU, 100 UNITS CAN SEEM INSANE, BUT TO A FACTORY THAT'S PEANUTS COMPARED TO WHAT BIGGER BUSINESSES CAN ORDER. SOME PLACES WILL ALLOW YOU TO DO SO, BUT THAT'S THE ABSOLUTE LOWEST I WOULD GO. BEWARE THE COMPANY THAT'S TOO GOOD TO BE TRUE. BEWARE 25 MOQ ORDERS BECAUSE THEY'LL BE OVERPRICED...AND THOSE ARE THE ONES WHERE THEY TRY TO MAKE UP THE LOSS BY SELLING YOUR DESIGNS BEHIND YOUR BACK. NOT TRUE OF ALL COMPANIES, BUT UNFORTUNATELY ACCURATE FOR TOO MANY. THIS IS ALSO TRUE FOR COMPANIES WHO DON'T CHARGE A MOLD FEE. THAT MONEY HAS TO COME FROM SOMEWHERE. SOMETIMES IT'S ROLLED INTO YOUR UNIT COST. IF NOT, WELL, THEY NEED TO MAKE MONEY SOMEHOW. IF YOU CAN'T COMMIT TO A REGULAR MOQ, RETHINK WHETHER OR NOT THIS DESIGN IS WORTH IT.

I ALSO STRONGLY CAUTION AGAINST PRICES THAT SEEM WAY TOO GOOD, ESPECIALLY IN COMBINATION WITH THE ABOVE. CHINESE WORKER PROTECTIONS AREN'T WHAT THEY ARE IN THE US. I BELIEVE IN SUPPORTING COMPANIES WHERE I KNOW PEOPLE ARE BEING PAID AND TREATED FAIRLY. BESIDES THAT, YOU GET WHAT YOU PAY FOR. IF YOU'RE DOING THIS AS AN EASY MONEY GRAB YOU'RE ABOUT TO BE HORRIBLY DISAPPOINTED.

SAMPLES

WORRIED ABOUT MAKING BAD COLOR CHOICES OR PANTONES COMING OUT WONKY? THERE IS A SOLUTION IF YOU'RE NOT ON A TIME CRUNCH. YOU CAN REQUEST TO SEE A SAMPLE OF YOUR DESIGN BEFORE PROCEEDING TO FULL PRODUCTION. THERE ARE TWO TYPES OF SAMPLES YOU CAN REQUEST.

UNFINISHED SAMPLE: THIS IS A SAMPLE MADE BEFORE THE ELECTROPLATING PROCESS. THE MOLD IS CREATED, STAMPED INTO SCRAP METAL, AND THEN FILLED WITH THE ENAMEL AND GLITTER. FROM THIS STAGE, YOU CAN CHANGE THE PANTONE COLORS AND GLITTER OPTIONS. THIS IS USUALLY A FREE SERVICE. YOU CAN ALSO SEE IF THERE ARE ANY ISSUES WITH YOUR MOLD. IF YOU'RE NOT ON A TIGHT DEADLINE I HIGHLY RECOMMEND THIS FOR COLORS YOU'RE STRUGGLING WITH.

FINISHED SAMPLE: THIS ONE TAKES LONGER, AS THE COMPANY PHYSICALLY MAILS 3 OR SO PINS TO APPROVE IN PERSON. THIS METHOD COSTS MONEY, BUT IF SPECIFIC COLORS ARE CRUCIAL TO YOUR DESIGN SUCCEEDING, THIS IS A GOOD OPTION NOT ONLY TO SEE IF YOUR PANTONES ARE CORRECT, BUT IF THEY COME OUT CORRECTLY POST-PRODUCTION NEXT TO YOUR PLATING CHOICE. THIS IS GREAT FOR RISKY HIGH-STAKE PINS, BUT RARELY NECESSARY.

PLEASE NOTE: YOU WILL NOT GET A REFUND ON THE MOLD IF YOU NEED IT REPLACED. HOWEVER, REQUESTING SAMPLES CAN SAVE YOU FROM SINKING MONEY INTO THE RESULTING UNITS, AS NONE WILL BE PRODUCED UNTIL YOU APPROVE THE SAMPLES.

I'VE GOT MY ART READY, NOW WHAT?

HERE IS AN EXAMPLE OF WHAT YOUR FILE TO THE MANUFACTURER COULD LOOK LIKE:

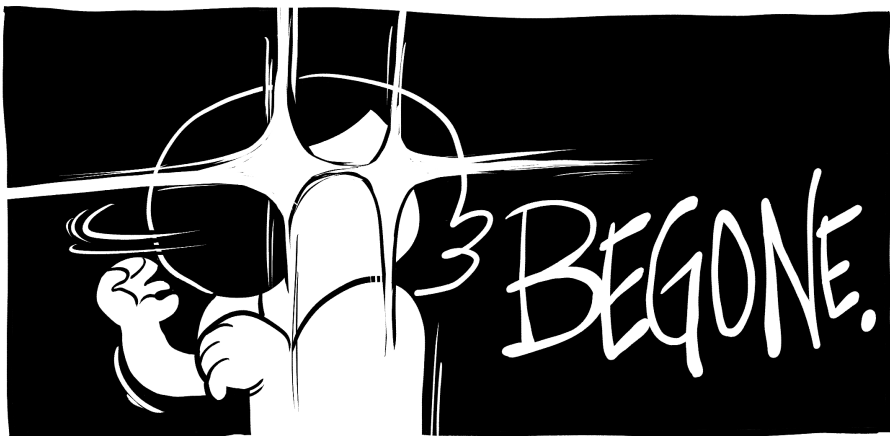


INDICATE ON AT LEAST ONE SIDE THE DIMENSIONS YOU WANT YOUR PIN TO BE. (I HIGHLY RECOMMEND PRINTING THE DESIGN OUT AT THIS SIZE TO CONFIRM.) NOTE WITH COLOR BLOCKS WHAT METAL AND PANTONES YOU'VE SELECTED; IT DOESN'T HAVE TO BE AN EXACT COLOR, AS LONG AS THE PANTONE NUMBER IS CORRECT. IF YOU HAVE AREAS YOU DON'T WANT FILLED, MAKE SURE TO MARK THOSE AS SUCH. (NO FILL, RECESSED, ETC.) YOU CAN ALSO INDICATE WHERE YOU WANT THE PIN POSTS PLACED IF YOU WANT TO MAKE SURE YOU HAVE MORE THAN ONE PIN BACK, AND WHAT TYPE OF BACKER YOU WANT AS WELL.

MOST COMPANIES PREFER .AI OR .PDF FILES. FACTORIES MAY BE WILLING TO TAKE .PNG OR .JPEG FILES, BUT YOU WILL GET FASTER AND MORE ACCURATE RESULTS WITH FEWER EDITS IF YOU STICK TO VECTORS. I HIGHLY RECOMMEND HAVING YOUR NAME, PIN NAME, AND HOW MANY PIECES YOU WANT TO ORDER AS THE FILE NAME.

EXAMPLE: HANNAKO_PINNAMEPIN_100PIECES.AI

THE MORE INFORMATION THE BETTER!



AS MUCH AS I LOVE HELPING OUT OTHER ARTISTS, I DON'T LIKE TO SHARE MY SOURCES, EVEN WITH FRIENDS, AND I'M DEFINITELY NOT GOING TO LIST ANY HERE. I HAVE NO INTEREST IN OVERRUNNING ANY SINGLE FACTORY WITH STRANGERS, ESPECIALLY ONES WHO FEEL SO ENTITLED TO SHAKE DOWN ANOTHER STRANGER FOR INFORMATION. MAINTAINING A GOOD WORKING RELATIONSHIP BOTH WITH OTHER ARTISTS AND WITH THESE FACTORIES IS MORE VALUABLE TO ME. WHAT I CAN DO IS SHOW HOW I FIND FACTORIES AND MIDDLEMAN COMPANIES. TEACHING YOU HOW TO FIND THIS INFORMATION ON YOUR OWN IS MORE USEFUL, AND WILL HELP YOU FIND SOURCES FOR OTHER TYPES OF MERCHANDISE. YOU WON'T EVEN HAVE TO DEAL WITH THE DISAPPOINTMENT OF ME IGNORING YOUR DMS. AGAIN, NOT HERE TO HURT FEELINGS. BUT IF YOUR FIRST CONVERSATION WITH ME IS ASKING WHERE I GET THINGS MADE, YOU'RE HURTING MINE, AND I DON'T OWE YOU ANYTHING. THAT'S JUST NETWORKING 101, BUT THAT'S ANOTHER ZINE.

HOW DO I FIND A PIN COMPANY?

GOOGLE.

I CAN'T BELIEVE I PAID TO READ THIS.

I'M SERIOUS. IF YOU GOOGLE "LAPEL PIN MANUFACTURER" YOU'RE GOING TO COME ACROSS MULTIPLE, CREDIBLE PLACES TO HAVE PINS MADE. YOU WILL MOST LIKELY HAVE TO E-MAIL THEM TO ARRANGE FOR A QUOTE, BUT THAT'S GOING TO BE THE STORY FOR ALL OF THE MANUFACTURERS YOU COME ACROSS.

INSTAGRAM IS AN EVEN BETTER SOURCE FOR PIN MANUFACTURERS. JUST LOOK IN THE HASHTAGS! #PINS #ENAMELPINS ETC. MANY OF THE FACTORIES ADVERTISE THROUGH INSTAGRAM AND MAINTAIN FREQUENTLY UPDATED ACCOUNTS. THEY ALSO USE INSTAGRAM TO SEARCH FOR NEW CUSTOMERS, SO TAG YOUR PIN IDEAS! THEY WANT YOUR MONEY, AND IT'S AN EASY WAY TO GET AN IDEA OF WHAT THEY OFFER AND THE LEVEL OF QUALITY THEY PRODUCE. FACEBOOK IS ANOTHER GREAT SOURCE OF COMPANIES ADVERTISING THEIR SERVICES, AS WELL AS THE BIGGEST SOURCE, ALIBABA. ON TOP OF ALL THIS, IT'S EASY TO FIND MANUFACTURERS THROUGH PINMAKER PROFILES. JUST LOOK AT WHO THEY'RE FOLLOWING OR WHO'S FOLLOWING THEM. YOU'LL FIND A MANUFACTURER IN FIVE MINUTES OR LESS, READY FOR YOU TO E-MAIL THEM.

NOT SURE IF THEY'RE A GOOD SOURCE? GOOGLE IT. IF THEY HAVE A BAD REPUTATION, PEOPLE WILL TALK. YOU CAN ALSO SEE IF POPULAR PIN MAKERS ARE USED AS SAMPLES AS A MARKER OF QUALITY. ULTIMATELY, YOU MAY BE FORCED TO GAMBLE AND TEST IT FOR YOURSELF. BUT, WE ALL HAVE TO START SOMEWHERE, AND THE BEST THING YOU CAN DO FOR YOURSELF IS RESEARCH AS MUCH AS POSSIBLE.

IT'S SO EASY TO FIND A SOURCE, YOU JUST HAVE TO PUT IN THE LEGWORK. KNOWING WHAT FINE DETAILS YOU NEED HELPS, BE SURE TO ASK IN YOUR INITIAL E-MAILS FOR SPECIFICS. COMMUNICATE, AND BE POLITE! GOOD MANNERS GO A LONG WAY.

MIDDLEMAN OR FACTORY

WHEN YOU START LOOKING FOR A COMPANY TO MAKE YOUR PINS, YOU'RE GOING TO FIND THAT THEY FALL INTO TWO CATEGORIES: MIDDLEMEN AND FACTORIES.

MIDDLEMEN ARE COMPANIES THAT ACT AS AN INBETWEEN FOR YOU AND THE FACTORY. THE EASIEST WAY TO TELL THE DIFFERENCE IS THAT THEY WILL OFTEN INCLUDE SHIPPING IN THE PRICE OF THE PIN AND HAVE FLAT RATES FOR THEIR PINS OR QUOTE SURVEYS WHERE YOU INPUT INFORMATION FOR A ROUGH ESTIMATE. THESE PINS ARE OFTEN MORE EXPENSIVE DUE TO PROFIT MARGINS PUT IN PLACE FOR THE MIDDLEMAN'S EXPERTISE AND TIME. THEY CAN OFTEN HELP PROBLEM SOLVE YOUR DESIGNS AND CHECK YOUR PANTONES FOR YOU. A GOOD ONE WILL ALSO CATCH SOMEONE ELSE TRYING TO USE YOUR ART AND BLOCK THEM. THEY'RE A GREAT OPTION FOR PEOPLE WHO HAVE NEVER ORDERED PINS BEFORE AND ARE WORRIED ABOUT MAKING EXPENSIVE MISTAKES. ASK IF THEY RE-CHARGE FOR THE MOLD FEE; IF THEY DO, FIND SOMEONE ELSE. YOU SHOULDN'T HAVE TO REPAY FOR A MOLD UNLESS IT'S BEEN YEARS.

FACTORIES ARE A BIT MORE DIFFICULT TO NAVIGATE. DUE TO THE LANGUAGE BARRIER. 99.9% OF THE FACTORIES YOU'RE GOING TO ENCOUNTER ARE IN KUNSHAN, CHINA, DUE TO THE COMPANIES IN THAT CITY TEAMING UP A LONG TIME AGO TO DRIVE PRICES DOWN AND SHUT OUT ALL OTHER COMPETITION. THERE ARE ALMOST NO AMERICAN PIN COMPANIES, THOUGH MANY MIDDLEMAN MIGHT MISLEAD YOU TO BELIEVE OTHERWISE. CUTTING OUT THE MIDDLEMAN CAN GET YOU CHEAPER PINS. HOWEVER, YOU GET WHAT YOU PAY FOR, AND BE WARY OF TOO GOOD TO BE TRUE PRICES. ASK IF THEY SEND YOU ART PROOFS, AND RESEARCH YOUR SOURCE, BECAUSE QUALITY IS NOT ALWAYS ENSURED. THE ORDER PROCESS OVER ALL CAN BE BUMPIER AND RISKIER.

WHEN SHOULD I ORDER PINS?

JAN	FEB	MAR	APR
PEAK	X		PEAK
MAY	JUNE	JULY	AUG
PEAK			
SEPT	OCT	NOV	DEC
			PEAK

THE NUMBER OF PINS AND WHEN YOU ORDER WILL MAKE A BIG DIFFERENCE REGARDING THE TIME IT TAKES FOR PRODUCTION. I DON'T TRUST COMPANIES WITH SHORT TURN AROUNDS, AS A PERSONAL RULE. I AVERAGE 3 WEEKS TO A MONTH FOR PINS FROM BEGINNING TO END. I BUDGET MORE TIME THE BIGGER AND MORE COMPLEX THE ORDER IS. THIS CALENDAR IS A ROUGH IDEA OF BUSY PERIODS FOR FACTORIES. APRIL-MAY IS BUSY DUE TO BIG COMPANIES ORDERING FOR CHRISTMAS SEASON 6 MONTHS AHEAD. DECEMBER-JANUARY IS THE CRUNCH BEFORE CHINESE NEW YEAR'S. I CONSIDER FEBRUARY A NO MAN'S LAND AS EVERYONE GOES ON A 2 WEEK VACATION. IF YOU ORDER DURING A PEAK TIME, TRY TO BUDGET EXTRA TIME FOR YOUR ORDER, OR ELSE EXPECT DEFECTS. THE TIGHTER THE PRESSURE THE MORE MISTAKES GET MADE IS A GOOD WAY OF THINKING OF IT. I'VE RUSHED ORDERS IN THE PAST AND JUST TOOK THE DEFECTS AS THE PRICE I PAID TO HAVE AT LEAST SOMETHING ON TIME, BUT I DON'T RECOMMEND IT. PLAN IN ADVANCE.

WORKING WITH YOUR MANUFACTURER

UNLESS YOU SPEAK MANDARIN, THERE ARE GOOD ODDS THAT YOU'RE GOING TO BE WORKING WITH A LANGUAGE BARRIER WHEN DEALING IN FACTORIES. (HENCE THE BEAUTY OF MIDDLEMEN; CLEAR COMMUNICATION.) FACTORY REPS TEND TO BE DIRECT AND STRAIGHT TO THE POINT. WHEN YOU TELL THEM WHAT YOU WANT FOR YOUR PINS, THEY'RE GOING TO ASSUME YOU KNOW WHAT YOU'RE DOING AND WILL FOLLOW INSTRUCTION TO A T. SOMETIMES THINGS GET LOST IN TRANSLATION, SO IT'S IMPORTANT TO PHRASE THINGS CLEARLY AND CHECK WHAT THAT TRANSLATES INTO EVERY STEP OF THE WAY. I WILL ALWAYS REPEAT THIS AND INSIST ON THIS: THESE PEOPLE ARE HUMAN TOO. IT IS AMAZING WHAT A LITTLE KINDNESS CAN DO TO TRANSFORM YOUR WORKING RELATIONSHIP WITH THEM. SMILEY FACES AND EMOJIS HELP A LOT. I EXPLAIN THE NATURE OF DEFECTS AND WARN AGAINST THEM BECAUSE IT MAKES THEIR LIVES EASIER AS WELL. YOU'LL BE REWARDED WITH QUICKER RESPONSES AND MUCH MORE HELPFUL EMAILS BECAUSE THEY ACTUALLY LIKE YOU. MY MAIN REP IS ONE OF THE WARMEST AND SWEETEST PEOPLE I'VE DEALT WITH IN THE INDUSTRY, AND I'LL BE DEVESTATED IF I EVER LOSE HER.

HELP I PICKED A BAD COMPANY!

THIS IS A WORST CASE SCENARIO THAT I AM FORTUNATE NOT TO HAVE DEALT WITH PERSONALLY. A COMMON ISSUE IS DEFECTS THAT THE COMPANY REFUSES TO REPLACE. TAKE PHOTOS, RED CIRCLE, AND YOU MIGHT GET SOMETHING BACK, BUT IF YOUR CLAIM IS TOO BIG THEY'LL REFUSE OUTRIGHT AND FIGHT YOU. THE COST OF THE REFUND COMES OUT OF THE SALARIES OF THE SALES REP AND THE WORKERS SO...NOT SURPRISING. AWFUL, BUT NOT A SURPRISE. SOME COMPANIES WILL GHOST YOU; THEY MIGHT CONSIDER YOUR ORDER SMALL POTATOES AND NOT WANT TO DEAL WITH YOU, MAYBE YOU GAVE THEM ATTITUDE. TO US THESE PURCHASES ARE HUGE. TO THEM, WITH CUSTOMERS LIKE DISNEY? WE'RE NOTHING. FOR EVERY PERSON THEY DROP, FIVE MORE CUSTOMERS ASK FOR NEW QUOTES. YOU CAN ASK TO HAVE YOUR MOLDS SHIPPED TO YOUR NEW FACTORY, BUT THEY MIGHT BE INCOMPATIBLE.

I REALLY EMPHASIZE DOING YOUR RESEARCH AND WEIGHING YOUR OPTIONS, BUT HERE IS THE ADVICE I CAN GIVE. DON'T USE A PAYMENT METHOD THAT YOU CAN'T REFUND. I USE PAYPAL. PAYING FOR SERVICES AND GOODS WILL COST THE VENDOR FEES (THAT YOU COULD PAY TO MAKE PEACE WITH THEM), BUT YOU'LL BE ABLE TO REFUND IF SOMETHING GOES HORRIBLY WRONG. COMMUNICATE CLEARLY, STAY CALM, AND DON'T PUT ALL YOUR MOLDS IN ONE COMPANY. UNFORTUNATELY IT'S A LEARNING PROCESS AND THERE WILL BE LESSONS TO LEARN ALONG THE WAY. BUT ONE COMPANY THAT WORKS GREAT FOR AN ARTIST CAN BE ANOTHER'S NIGHTMARE.

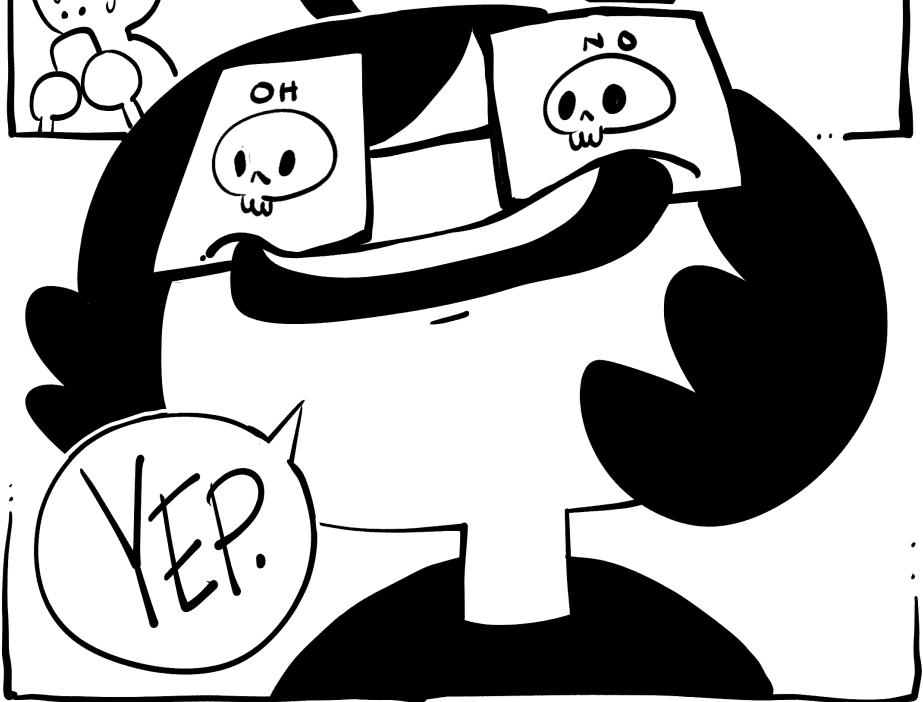
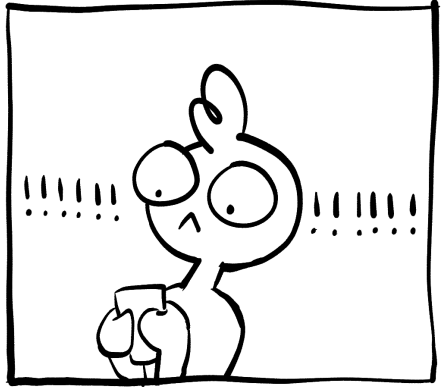
CHECKLIST FOR ORDERING PINS

HOW DO I PICK A COMPANY:

- DID I LOOK AT THEIR SAMPLE PHOTOS?
- DID I RESEARCH THEM?
- WHAT'S INITIAL COMMUNICATION LIKE?
- CAN I PAY IN A WAY WHERE I CAN MAKE A CLAIM IF NEEDED?
- WHAT IS THEIR POLICY ON PIN RESALE? DID I LOOK AT THEIR LISTINGS IF ON ALIBABA?

BEFORE I HAND OVER MONEY:

- HAVE I SEEN AN ART PROOF?
- HAVE I CONFIRMED SHIPPING COSTS?
(FOR MIDDLEMEN THIS IS BUILT INTO YOUR PRICE.)
- HAVE I CONFIRMED PRICE PER UNIT AND MOLD FEE?
- HAVE I CONFIRMED WHEN TO EXPECT MY PINS TO BE COMPLETED?



HOW AM I GOING TO PAY FOR THIS?

IF YOU'RE JUST STARTING OUT, I HIGHLY RECOMMEND STARTING SMALL WITH A SINGLE PIN. IF YOU CAN JOIN A GROUP ORDER (ASK YOUR FRIENDS, NOT STRANGERS), YOU CAN OFTEN SOFTEN THE BLOW OF SHIPPING COSTS. SOME COMPANIES OFFER MOQ LOWER THAN 100, BUT KEEP IN MIND HOW THE COST OF YOUR MOLD AND SHIPPING DISPERSES ACROSS THE NUMBER OF UNITS.

IF YOU'RE GONNA BE AMBITIOUS, THERE ARE A COUPLE OPTIONS IF YOU DON'T HAVE THE CASH ON HAND:

1. PREORDERS. IF YOU HAVE ENOUGH OF A FOLLOWING, YOU CAN RUN PREORDERS FOR YOUR PINS. OR, IF YOU NEED A LITTLE BUMP OF CASH, THIS HELPS OUT A LOT. MAKE SURE YOU CHARGE AN APPROPRIATE AMOUNT FOR SHIPPING, AND BE PREPARED TO REFUND IF YOU DON'T RAISE ENOUGH TO COVER THE COSTS. ALSO, BE SURE TO PROJECT A GOOD TIMELINE FOR WHEN PINS WILL BE SHIPPED OUT! THIS IS ESPECIALLY TRUE CLOSER TO THE HOLIDAYS, BOTH WESTERN AND IN CHINA. DON'T ORDER FOR FEBRUARY OR DURING FEBRUARY. THE CHINESE NEW YEAR CLOSES ALL FACTORIES FOR TWO WEEKS. YOU CAN TRY TO SQUEEZE IT IN, BUT BE PREPARED FOR A HIGHER DEFECT RATE AS EVERYONE ELSE TRIES TO RUSH THEIR ORDERS AT THE SAME TIME.

2. KICKSTARTER. PEOPLE ARE FREQUENTLY LOOKING FOR PIN KICKSTARTERS TO BACK. THEY'RE EASY TO RUN, AND SETTING IT UP WILL GIVE YOU A GOOD IDEA OF HOW MUCH THIS IS ALL GOING TO COST YOU. IT CAN ALSO BE A GOOD WAY TO SEE IF AN IDEA IS WORTH MAKING; IF YOU CAN'T MAKE YOUR GOAL, MAYBE IT'S NOT WORTH THE EXPENSE. BE AWARE THAT YOU WILL HAVE TO PAY A FEE TO KICKSTARTER AND PLAN ACCORDINGLY. FULFILLMENT IS THE TOUGHEST PART. BUDGET FOR SHIPPING AND SUPPLIES!

ENAMEL PIN MONEY BREAKDOWN (OR HOW TO PLAN YOUR BUDGET)

- IS YOUR PIN BEING MADE WITH IRON OR ZINC ALLOY? ZINC CAN CUT MORE INTRICATE SHAPES BUT WILL COST MORE. (IRON BECOMES JAGGED; ALSO NOTE THAT IRON IS MORE RUST PRONE!) YOU CAN AVOID THIS COST BY DESIGNING PINS WITHOUT INTRICATE CUTS IN THE OUTLINE OR ACCEPTING RECESSES INSTEAD. THERE IS A FEE PER DIECUT, NOT JUST BY DESIGN.

- METAL FACTORS INTO YOUR MOLD FEE AS WELL, AND WILL INCREASE IT BY \$25 OR MORE. MORE THAN 2 INCHES IS CONSIDERED OVERSIZED AND WILL INCREASE THE PRICE AS WELL. FOR A SINGLE DESIGN YOU ONLY HAVE TO PAY THIS ONCE AS A MOLD CAN BE REUSED AGAIN, BUT CAN STILL GO AS HIGH AS \$95.

- MOST COMPANIES WILL GIVE YOU AT LEAST 4 PANTONE COLORS FOR FREE. EVERY COLOR AFTER THAT, EXPECT AT LEAST .10-25 CENTS EXTRA PER COLOR PER PIN. CHECK WITH YOUR MANUFACTURER FIRST TO SEE WHAT THEIR COLOR POLICY IS.

- THINGS LIKE GLITTER, GLOW, ETC, WILL COST A SIMILAR AMOUNT TO AN EXTRA COLOR, AGAIN PER PIN.

- EVERY COMPANY HAS A MOQ, OR MINIMUM ORDER QUANTITY. IN THEORY YOU COULD ORDER EXACTLY 1 PIN, BUT THAT MEANS YOU'RE PROBABLY PAYING \$100+ FOR A SINGLE PIECE. 50-100 PIECES IS AVERAGE, PER DESIGN. PRICE BREAKS DON'T USUALLY HAPPEN UNTIL 500+ UNITS.

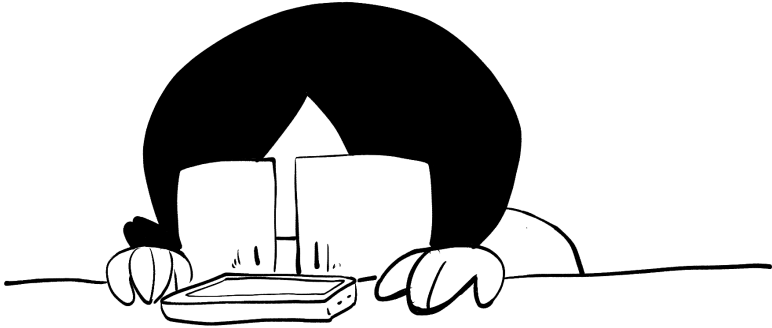
- A MIDDLEMAN WILL HAVE A HIGHER PRICE PER UNIT DUE TO PROFIT MARGIN, BUT THE SHIPPING WILL BE BUILT INTO THE PRICE. IF YOU ORDER DIRECTLY FROM A FACTORY YOU SKIP THIS COST, BUT SHIPPING FOR A SINGLE DESIGN CAN BE \$50-100. SHIPPING PER PIN GOES DOWN OVER 21KG, SO KEEP THIS IN MIND WHEN PRICING YOUR PINS.

TIPS ON SAVING MONEY

PINS ARE HARD ON THE WALLET, BUT THEY DON'T HAVE TO BE! THERE ARE LOTS OF TRICKS YOU CAN USE TO REDUCE YOUR COSTS THAT YOU SHOULD KNOW:

- ANYTHING OVER 2" IS GOING TO INCUR A LARGE MOLD FEE. KEEPING YOUR PIN UNDER THIS SIZE WILL SAVE YOU A LOT OF GRIEF UNTIL YOU'RE READY TO GO BIG.
- SOFT ENAMEL + EPOXY IS CHEAPER THAN HARD ENAMEL.
- YOU (SHOULD) ONLY HAVE TO PAY A MOLD FEE ONCE IF REORDERED WITHIN 2 YEARS; IF YOU REORDER THE SAME DESIGN, YOU CAN REUSE THE MOLD, SO DON'T FEEL PRESSURED TO BUY A MASSIVE AMOUNT OF PINS IF YOU DON'T HAVE TO. REORDER LATER AND AS NEEDED. I HAVE PINS I'VE REORDERED FOUR TIMES NOW. MOLDS ARE USUALLY SAVED BY A COMPANY FOR UP TO 3 YEARS. JUST REMEMBER SHIPPING...
- THE SAME MOLD CAN ALSO BE USED TO MAKE COLOR VARIANTS. IF YOU HAVE A DESIGN THAT WORKS WELL IN MULTIPLE COLOR SCHEMES, YOU CAN HAVE TWO OR MORE DESIGNS FOR THE PRICE OF ONE. SOME COMPANIES WILL ALLOW YOU TO SPLIT YOUR MOQ BETWEEN COLORS, BUT IT DEPENDS ON THE COMPANY. (SO ASK NICELY AND DON'T GET GREEDY.)
- IF YOU'RE ORDERING FROM A FACTORY, ORDER AS A GROUP! THE SHIPPING PRICE DROPS PER PIN WHEN THE WEIGHT REACHES 21KG, AND WHEN DIVIDED ACROSS SEVERAL PEOPLE BECOMES MUCH LESS PAINFUL. BONUS: NOW ALL OF YOUR FRIENDS HAVE PINS AND SAVED MONEY TOO. LARGE ORDERS THAT GET RUSHED DROP THE QUALITY HOWEVER, SO BE SMART.
- SHOP AROUND! ASK SEVERAL COMPANIES FOR QUOTES AND DECIDE WHO TO GO WITH FROM THERE.

AND NOW, WE WAIT.



PINS TAKE AN AVERAGE OF 20 DAYS TO PRODUCE FROM BEGINNING TO END. THIS CAN TAKE MORE OR LESS TIME BETWEEN THE NUMBER OF PINS AND WHETHER OR NOT YOU ALREADY HAVE A MOLD WITH YOUR SELECTED COMPANY. (BE SURE TO ASK WHAT YOUR ETA WILL BE!) LUCKILY, THE PREFERRED SHIPPING METHOD OF MOST FACTORIES IS DHL OR FEDEX, SO ONCE YOUR PINS ARE COMPLETED SHIPPING TAKES AN AVERAGE OF 2 **BUSINESS** DAYS. SOME COMPANIES WILL OFFER CHEAPER SHIPPING IN EXCHANGE FOR A MUCH LONGER WAIT...IF YOU HAVE THE TIME AND PATIENCE FOR IT.

WHAT DO I DO IN THE MEANTIME?

ADVERTISE! BUILD HYPE FOR YOUR PINS! IF YOU'RE RUNNING A PREORDER, KEEP YOUR CUSTOMERS POSTED ON ETAS AND TEASE WITH PREVIEW IMAGES PROVIDED BY YOUR COMPANY OF CHOICE IF AVAILABLE. DON'T FORGET TO USE THIS TIME TO DESIGN AND PREPARE YOUR PACKAGING IF YOU NEED IT! IF YOU HAVE CUSTOMERS WAITING THERE'S NO REASON TO DELAY SHIPPING PINS BECAUSE YOU'RE WAITING ON SUPPLIES

PACKAGING AND PRESENTATION

PRESENTATION...IS EVERYTHING. AND CAN OFTEN ELEVATE YOUR PIN TO BE EVEN MORE IMPRESSIVE AT FIRST IMPRESSION. A BACKING CARD CAN ACT AS A FRAMING DEVICE THAT HELPS TO SELL YOUR PIN, OR A BRANDING OPPORTUNITY TO ESTABLISH WHAT YOU ARE TO THE CUSTOMER. THINK OF IT THIS WAY: PEOPLE PREFER A PAINTING WITH A FRAME THAT ENHANCES THE PIECE.

WHILE THERE ARE A VARIETY OF APPROACHES TO HOW TO MAKE A BACKING CARD, THE EASIEST AND MOST COST-EFFECTIVE WAY TO DO THIS IS MAKING THEM OUT OF BUSINESS CARDS. THEY'RE EASY TO ORDER AND CHEAP TOO. FEEL FREE TO TO EXPERIMENT WITH WHAT THAT LOOKS LIKE, WITH DIFFERENT PAPERS, SHAPE, ETC. CAN'T AFFORD BUSINESS CARDS? MAKE A DESIGN, PRINT IT OUT ON A SHEET, CUT IT BY HAND. EVEN SOME NICE PAPER FROM A CRAFT STORE WORKS. MY FIRST PIN BACK CARDS WERE CARD TAGS WITH ORIGAMI PAPER GLUED ON, ALL FOR LESS THAN \$5. GET CREATIVE!

YOU COULD ALSO KEEP THE PINS IN THE PLASTIC BAGGIES THEY COME IN, BUT BE AWARE THAT IN PERSON IT MAY BE A TOUGHER SELL ON ITS OWN. ONLINE IT MIGHT NOT BE AS MUCH OF A PROBLEM, BUT ONLINE SHOPPERS CAN BE FUSSY, AND REVIEWS COUNT FOR A LOT. SOMETHING TO KEEP IN MIND.

I DO RECOMMEND INCORPORATING SOME BUSINESS INFORMATION SOMEWHERE INTO THE PACKAGING. IT'S IMPORTANT FOR YOUR CUSTOMERS TO NOT ONLY KNOW YOUR BRAND, BUT BE ABLE TO SPREAD THE GOOD WORD TO THEIR FRIENDS.

HAVE FUN WITH IT! IT'S THE FINAL TOUCH.

QUALITY CHECK AND SECONDS

ONCE YOUR PINS COME IN, I HIGHLY RECOMMEND DOING A QUALITY CHECK OF YOUR NEW-CHILDREN PINS. EXPECT AN AVERAGE OF 10% OF YOUR PINS WILL HAVE MINOR ISSUES, SO ORDER ACCORDINGLY. DOING A LIMITED RUN? CONSIDER ORDERING EXTRA IN CASE SOMETHING GOES WRONG. (DEFECTS, PINS GETTING LOST IN THE MAIL.)

WHILE EVERYONE HAS THEIR OWN MEASURE OF QUALITY, HERE ARE THINGS THAT YOU SHOULD LOOK OUT FOR:

- CHIPS IN THE ENAMEL
- MISFILLED ENAMEL
- MISSING ENAMEL
- DIRT IN THE ENAMEL
- HOLES FROM GLITTER
(COMMON ON HARD ENAMEL PINS)
- WEAK BACKINGS
- BENT PINS
- MISCOLORATION
- BAD SCRATCHES

ONLINE SHOPPING CUSTOMERS TEND TO BE PICKIER WITH THE PINS THEY BUY, SO AGAIN, HIGHLY RECOMMEND THAT YOU DOUBLE CHECK YOUR PINS. PINS WITH MINOR FLAWS CAN BE SOLD AT A DISCOUNT AS "SECONDS" OR B-GRADE PINS. IT'S A GREAT WAY TO MOVE PINS THAT OTHERWISE WOULD BE UNSELLABLE, AND STILL TURN A PROFIT. WHAT YOU CONSIDER TO FALL INTO THIS CATEGORY IS UP TO YOU. I'VE UNFORTUNATELY DEVELOPED CURSED ELF EYES AND HAVE BECOME VERY PICKY ABOUT WHAT MY CUSTOMERS ULTIMATELY RECEIVE.

IF YOUR ORDER HAS MORE THAN A REASONABLE AMOUNT OF DEFECTS, DON'T BE AFRAID TO CONFRONT YOUR MANUFACTURER. BE PREPARED WITH PHOTO EVIDENCE.

HOW TO SELL YOUR NEW PINS

IF YOU'RE AN ARTIST ALLEY OR CRAFT SHOW PERSON, YOU HAVE A COUPLE OF OPTIONS! WITH THE RIGHT SET UP, YOU CAN HAVE YOUR PINS HANGING FROM HOOKS ON A GRID LIKE A RETAIL STORE. I'VE ALSO USED SMALL BOXES TO PROP THEM UP ON THE TABLE. FOR A MORE LIGHT-WEIGHT AND ECONOMICAL SET-UP, CONSIDER A CORKBOARD. SMALL ONES ARE CHEAP AND EASILY DRESSED UP. THEY'RE ALSO FLAT, LIGHT, AND ALL YOU HAVE TO DO IS STICK YOUR PIN IN IT. DONE. YOU DID IT. (THIS DOUBLES AS A WAY FOR YOU TO DISPLAY YOUR OWN COLLECTION AT HOME.) THE MOST IMPORTANT THING NO MATTER HOW YOU DISPLAY THEM IS **DON'T LAY THEM FLAT ON THE TABLE!** YOU WANT THESE BABIES AT AN ANGLE WHERE THE METAL CAN CATCH THE CUSTOMER'S EYE AND DRAW THEIR ATTENTION. IF PINS ARE YOUR MAIN FORM OF MERCH, GO MAD WITH POWER! COVER YOUR TABLE WITH THEM, BUT AGAIN, **GET VERTICAL.** NOT AT YOUR TABLE? WEAR YOUR OWN PINS WHILE YOU WALK AROUND! IT'S A GREAT WAY TO POINT INTERESTED CUSTOMERS TO YOUR TABLE, AND MAYBE MAKE A FEW TRADES TOO. **MAYBE DON'T SELL THEM OFF OF YOUR BODY, ESPECIALLY IF IT'S NOT A SHOW YOU'RE SELLING AT.** I KNOW IT'S TEMPTING, BUT RESPECT YOUR PEERS DOING BUSINESS. AND IF THEY DON'T WANT TO TRADE PINS...NO MEANS NO. THERE WILL BE OTHER TRADES.

IF YOU'RE MOSTLY ONLINE AND GETTING STARTED, INSTAGRAM IS YOUR FRIEND. PEOPLE ARE CONSTANTLY CHECKING PIN RELATED TAGS. OBSERVE BIG PIN SELLERS AND SEE WHAT TAGS THEY'RE USING AND HOW THEY'RE TAKING THEIR PHOTOS - THERE IS A FORMULA THAT'S COMMONLY FOLLOWED. WITH SOCIAL MEDIA AND ONLINE STORES IN GENERAL, TAGS AND WORD OF MOUTH ARE KEY TO GETTING HITS FROM PEOPLE WHO AREN'T FOLLOWING YOU. MOST IMPORTANTLY, BE AGGRESSIVE AND BE CREATIVE! THOSE WHO LEARN HOW TO STAND OUT FROM THE CROWD ARE THE ONES THAT FIND THE MOST SUCCESS.



ULTIMATELY, I CAN'T
TELL YOU HOW TO MAKE MONEY.
HOW YOU HUSTLE IS UP TO YOU.

BUT I WANT
SHORTCUTS.



WHAT DID I
JUST SAY?

MORE RESOURCES I RECOMMEND:

"HOW TO BE A CON ARTIST"
BY KIRISKA AND NATTOSOUP, A GREAT GUIDE TO
GETTING STARTED IN ARTIST ALLEY:
[HTTP://HOWTOBEACONARTIST.TUMBLR.COM](http://howtobeaconartist.tumblr.com)

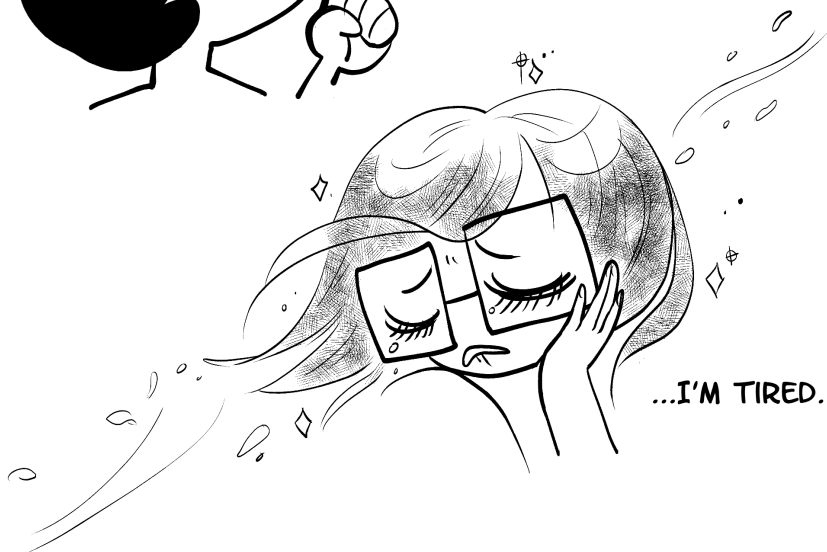
"LET'S KICKSTART A COMIC"
BY IRON SPIKE
FOR THOSE WHO WANT MORE INFO ON DOING YOUR
FIRST KICKSTARTER
[HTTPS://IRONCIRCUS.COM/SHOP/EBOOKS/
27-LET-S-KICKSTART-A-COMIC-PDF-EBOOK.HTML](https://ironcircus.com/shop/ebooks/27-let-s-kickstart-a-comic-pdf-ebook.html)

**CONGRATS, YOU
DID IT, YOU MADE
AN ENAMEL PIN!**

SO WHY DID YOU MAKE THIS BOOK?



BECAUSE...



...I'M TIRED.

I'M TIRED OF SEEING PEOPLE MAKE THE SAME MISTAKES OVER AND OVER. I'M TIRED OF PEOPLE ASKING ME THE SAME QUESTIONS OVER AND OVER ONLY TO NEVER SPEAK TO ME AGAIN UNLESS THEY NEED SOMETHING. IF ALL YOU WANT FROM ME IS INFORMATION, THEN HERE IT IS, RIGHT HERE, FOR THE RIGHT PRICE. OR MAYBE YOU AND ALL YOUR FRIENDS ARE SHARING THE SAME BOOK, OR MAYBE SOMEONE LEAKED ALL THE PAGES ONTO THE INTERNET AND ALL MY SECRETS HAVE ESCAPED INTO THE VOID.

BUT YOU KNOW WHAT?



IN EXCHANGE FOR MY SALT, I CAN SPARE YOU YOUR OWN SALT. YOU GET EVERYTHING I CAN SHARE ABOUT MAKING AND SELLING PINS IN ONE PLACE FOR YOUR REFERENCE AND CONVENIENCE. FOR ALL MY COMPLAINING, I WANT MORE PEOPLE TO BE ABLE TO MAKE PINS, AND MAKE THEM THE RIGHT WAY, WITHOUT ALL THE SUFFERING. BUT I ALSO WANT PEOPLE TO BE EDUCATED ON NOT ONLY THE LABOR AND TIME IT TAKES, BUT ALL THE COMMON MISTAKES PEOPLE MAKE THAT ARE SO EASILY DODGED. I ALSO WANT TO CHALLENGE YOU, THE READER, TO MAKE YOUR OWN PINS WITH THIS KNOWLEDGE THAT PUSH BEYOND THE MEDIOCRE INTO SOMETHING BEAUTIFUL AND EXCITING. DID THIS BOOK HELP YOU MAKE YOUR FIRST PIN? LET ME KNOW! SO THEN I CAN FINALLY SAY:

**WELCOME
TO
PIN
HELL**

GLOSSARY

SOFT ENAMEL = WHEN THE PAINT IS FILLED INTO THE METAL BUT NOT MADE FLUSH

HARD ENAMEL = WHEN THE ENAMEL IS FILLED TO THE TOP OF THE METAL AND MADE FLAT

MOQ = MINIMUM ORDER QUANTITY. MINIMUM NUMBER OF UNITS REQUIRED TO ORDER.

MIDDLEMAN = SOMEONE WHO NEGOTIATES WITH A FACTORY FOR YOU.

PANTONE = SYSTEM USED FOR GETTING COLORS EXACT..

PLATING = METAL COATING FOR THE PIN. NOT WHAT THE PIN IS ACTUALLY MADE OF.

RECESSING = AREAS OF THE DESIGN WHERE THERE IS AN INDENT BUT NO ENAMEL FILL.

ANODIZED = A CHEMICAL REACTION USING ACID OR ELECTRICITY APPLIED TO METAL TO CREATE A RAINBOW-LIKE EFFECT.

DIE-CUT = CUT OUTS IN THE METAL ITSELF THAT GO ALL THE WAY THROUGH.

MOLD = METAL STAMP CUSTOM MADE FOR EACH DESIGN TO CUT OUT THE DESIGN.

MOLD FEE = EXPENSIVE

ENAMEL = THE PAINT? THAT GOES IN THE PIN?

PIN = HOW DID YOU FIND THIS, WHO ARE YOU

AFTERWORD

THANK YOU FOR PICKING UP AND READING "WELCOME TO PIN HELL." THIS IS CLOSE TO A YEAR'S WORTH OF OBSESSION, RESEARCH, AND MISTAKES ROLLED INTO 70 (70!) PAGES OF INFORMATION THAT I'VE TRIED TO MAKE AS DENSE AS POSSIBLE WITHOUT HAND HOLDING OR DANCING AROUND THE SUBJECT. IT FEELS AMAZING TO, FOR ONCE, USE MY ART HISTORY DEGREE FOR SOMETHING USEFUL, THAT PEOPLE FIND USEFUL. THIS WILL BE THE THIRD AND FINAL EDITION OF PIN HELL. EVERY PERSON WHO HAS PICKED UP A COPY AND COME BACK TO ME TELLING ME HOW MUCH IT HELPED THEM HAS MOVED ME TO TEARS. (IN PRIVATE, AS FAR AS YOU KNOW I'VE NEVER CRIED IN MY LIFE.) EVERY TIME SOMEONE HAS SHOWN ME WHAT THEY PRODUCED AS A RESULT OR GIVEN ME A PIN THEY MADE AS A RESULT OF READING THIS, I AM MOVED. I AM SO PROUD OF ALL OF YOU FOR MAKING THINGS THAT BRING YOU JOY. I RAIN A LOT ON THE PARADE OF PEOPLE WHO LEAN HEAVY ON THE IPS OF OTHERS; BUT IF YOU'RE DOING THIS BECAUSE YOU LOVE IT I'LL NEVER FAULT YOU. MAKE THE THINGS YOU WANT TO SEE IN THE WORLD, PLEASE.

TO EVERY PERSON WHO GAVE ME A PEP TALK AND TOLD ME I WAS ON THE RIGHT TRACK, THANK YOU FOR SUPPORTING THIS PROJECT AND FOR SUPPORTING ME. IF THERE IS SOMETHING I CAN SAY THAT MAKES ME HAPPY, IT'S THAT I'VE FOUND SOMETHING I CAN GIVE BACK AND DO SOMETHING FOR A COMMUNITY THAT GAVE ME A HOME. PLEASE CONTINUE TO CREATE AND DO GOOD. I'M HAPPY I COULD DO SOMETHING FOR YOU.

CREDITS

**THIS IS HANNAKO AKA HANNAKO LAMBERT
WROTE AND DREW THIS BOOK**

**SOME MIGHT SAY SHE IS 29 AND LIVES IN SEATTLE.
OTHERS MIGHT SAY SHE'S TRYING TO AVOID BEING
HUNTED DOWN FOR HER CRIMES.**



**STASIA ARKHAM AND LEAH STOUT
EDITED AND PROOFREAD THIS BOOK.
IZU AND AINSLEY YEAGER DOUBLE-TAPPED IT.**

FOR MORE COMICS, PINS, AND CONTACT:

WWW.THISISHANNAKO.COM

SPECIAL THANKS TO:

YUKI FOR BEING THE BEST SALES REP ON THE PLANET AND GIVING ME SO MUCH INSIGHT. ALSO FOR SAVING ME FROM MY STUPID CHOICES TIME AND TIME AGAIN.


TINA FOR BEING MY FIRST PIN REP AND DEALING WITH ALL MY BAD CHOICES AND CRAZY DEMANDS.

CHURBA FOR HELPING ME BETTER UNDERSTAND THE MANUFACTURING PROCESS AND NITTY GRITTY DETAILS

STASIA FOR PACKING MY PINS AND YELLING AT ME TO TAKE BREAKS EVEN THOUGH YOU'LL NEVER STOP ME AH AH. BUT NO REALLY YOU'RE THE BEST.

...AND EVERYONE ELSE WHO FOLLOWED ALONG WHILE I BURNED IN PIN HELL.





FINAL
EDITION

2018