



# cuffwear

LOOK BOOK





## About

Founded in 2005 by former commodities trader Chris Zownir, Cuffwear specializes in custom cufflinks for the distributor market with specific attention to detail on customer service, unique custom designs, superior craftsmanship and memorable presentation packaging.

With warehouses in Mississauga, Ontario and Niagara Falls, New York, and a professional team at both locations, Cuffwear can accommodate efficient delivery across North America and worldwide.

Cuffwear strives to establish a long term relationship with each one of our clients. We always provide **Total Customer Service** during the entire process, from design ideas, to delivery, to service after the sale. We operate with complete integrity at all times. Our focus is you and our goal is never ending improvement.



## “THESE AREN'T YOUR GRANDFATHER'S CUFFLINKS”

Cuffwear works with Ad Speciality distributors to create a memorable product for your customers.



**Amazing**  
virtual designs



**Modern & stylish**  
custom branded  
packaging



**Exceptional**  
quality products



**Affordable**  
with an extremely high  
perceived value

# CUSTOM CUFFLINK OPTIONS

## **No. 1 Round, Square, Rectangle, Premium Solid Stainless Steel**

Decoration with laser etching or full color UV printing

MOQ: 25 sets

Production time: 7 business days after artwork approval

## **No. 2 Round, Square, Rectangle, Premium Solid Stainless Steel**

Decoration with deep etching, colorfill is an option

MOQ: 50 sets

Production time: about 4 weeks after artwork approval

## **No. 3 Full Custom Shape, Premium Solid Stainless Steel**

Custom shape, with or without color enamel

Various finishing options available: stainless steel, gold, rose gold, gunmetal, coffee

MOQ: 50 sets

Production time: about 4 weeks

## **No. 4 Full Custom Shape, Premium Brass with Plating**

Custom shape, with or without color enamel

Various plating options available: rhodium (silver color), gold, rose gold, gunmetal, matte silver

MOQ: 50 sets

Production time: about 4 weeks

## **No. 5 Full Custom Shape, Premium Sterling Silver**

Custom shape, with or without color enamel

MOQ: 25 sets

Production time: about 4 weeks



CN Rail

**No. 2**

Solid Stainless Steel Cufflinks in a stock shape with the logo deep etched without colorfill

cuffwear



Heart and Stroke Foundation

**No. 3**

Solid Stainless Steel Cufflinks in a custom shape with a custom logo

cuffwear



Harvard University

**No. 4**

Full Custom Shape Cufflinks, premium brass with rhodium plating and full color enamel

cuffwear



EA Sports

**No. 2**

Solid Stainless Steel Cufflinks in a stock shape with the logo deep etched with colorfill

cuffwear



# Packaging

Packaging speaks volumes as it's the first thing the recipient sees and feels. We have researched, tested and listened to feedback.



## Brushed metal cufflink box

- Add a little bit of industrial edge to the presentation
- Very unique look and feel
- Black interior
- Full color UV printing or laser etching on the top of the box is an option



# COMPLEMENTARY ACCESSORIES

Cuffwear can provide a number of complementary accessories for your custom project.



## CUSTOM CHARM BRACELET



## CUSTOM TIE CLIPS



## CUSTOM LAPEL PIN

Solid stainless steel  
Logo etched  
Premium gift box included



## CUSTOM STAINLESS STEEL PENDANT & CHAIN ETCHED

Solid stainless steel  
Logo etched  
20" stainless steel chain  
Premium gift box included



## CUSTOM STAINLESS STEEL PENDANT & CHAIN DIE CUT

Solid stainless steel  
Logo etched  
20" stainless steel chain  
Premium gift box included

# No More FLY-AWAY COLLAR!




Before



After

## würkin stiffs® Magnetic Collar Stays

New, patented Stiff-N-Stays magnetic collar stays from Wurkin Stiffs, available exclusively in the corporate gift market through Cuffwear Inc. Each Power Stay is fully branded with a corporate logo with full color UV printing.

This patented collar stay is made from a specially formulated plastic which makes them stiff with “flex-back” capabilities.

Stiff-N-Stays transform every collared shirt into a hidden button down. Never have a “fly-away collar” ever again. Simply put the magnetic collar stay into the collar as you would normally, flip your collar down, and secure by placing each magnet underneath the shirt, between the skin and the shirt.



Patented + Protected



Strong Magnetic Power Buttons



Airport TSA Friendly



Flex-Back Capabilities



Hidden Button-Down collar

### Includes:

- 2 - 2.5" Length Plastic Magnetic Power Stays
- 2 - Power Button Magnets
- Instructions
- Custom logo is color UV printed on each Power Stay

