Steelite Custom

DESIGNED FOR SERVICE - DEFINED BY YOU



steelite
INTERNATIONAL

THE ART OF PRESENTATION

Turn Every Table Into a Brand Experience

Create a lasting visual impression with custom underglaze decoration featuring your company logo.
What sets Steelite apart is the quality of our decoration process.
Dish after dish, year after year, our personalization stands the test of time.

With more people photographing their food and sharing it on social media, now is the perfect time to create personalized tableware and elevate your tabletop presentation. With a wide array of products and colors to choose from, add a custom stamp to your tableware through our simple bespoke design service.

#steelitebespoke







Personalized Tableware Made Simple



Step 1

SELECT YOUR ITEMS

Steelite has curated our best items to offer you over 150 shapes and styles.

Step 2

CREATE YOUR DESIGN

Choose between logos, bands, or both

Step 3

SELECT YOUR COLOR(S)

Choose up to four colors from our standard palette of 24 options.

Step 4

SUBMIT YOUR ARTWORK

Vector files (PDF, EPS, or AI) ensure optimal decoration quality.

From there, our team takes care of the rest, guiding your project from concept to production.

Lead times and minimum order quantities may vary depending on design.
See pages 4-7 for more details.



Create Your Design



Logo Only

Customizing your dinnerware with your logo turns every plate, bowl, and mug into a subtle branding opportunity, reinforcing your identity with every guest interaction. It elevates the dining experience, builds brand recognition, and creates a more cohesive, professional presentation that helps your business stand out.

Initial MOQ:
300 mixed pieces, 144 single SKU

Re-order MOQ:
156 mixed pieces, 144 single SKU

CAD Visuals:	3 working days
Fired Samples:	7 working days (if required)
Production:	10 working days from receipt of order AND approval of fired sample/CAD visuals (whichever occurs last) PLUS transit from Stoke-on-Trent, UK*

Inquire at the time of design to request an expedited air freight.

Items ordered must be in full case quantities. Due to the bespoke nature of this program, quantities subject to 10% over/under allowance. Customers will be billed for the exact quantity shipped, not to exceed 10% over or under the quantity ordered. *Orders over 452 items may require additional production time.

Add Impact with a Band



Band Only

Adding a simple color band to your dinnerware introduces a distinctive, cohesive look that enhances presentation and helps define your brand's style.

Logo & Band

Combining a color band with your logo creates a polished, fully branded look that strengthens recognition, enhances presentation, and makes every table setting uniquely yours.

Bands and lines begin at 1mm and can be positioned as you require.

1 mm

2 mm

3 mm

4 mm*

*4 mm band is available on plates and bowls only.

Initial MOQ:	600 mixed pieces, 144 single SKU
Re-order MOQ:	300 mixed pieces, 144 single SKU
CAD Visuals:	3 working days
Fired Samples:	10 working days (if required)
Production:	30 working days from receipt of order AND approval of fired sample/CAD visuals (whichever occurs last) PLUS transit from Stoke-on-Trent, UK*

Inquire at the time of design to request an expedited air freight. Orders over 1000 mixed pieces add 10 working days.

Items ordered must be in full case quantities. Due to the bespoke nature of this program, quantities subject to 10% over/under allowance. Customers will be billed for the exact quantity shipped, not to exceed 10% over or under the quantity ordered. *Orders over 452 items may require additional production time.

The Right Fit

Logos are placed in a standard, fixed position as shown in the accompanying images to ensure consistency and quality. Each logo is protected beneath our durable glaze for long-lasting performance. If you have requirements beyond these specifications, please contact custom@steelite.com for assistance.



Logo 12:00 Decoration



Logo 6:00 Decoration



Right Hand

Rectangle Width Sizing



Large Width - 2″



Medium Width - 1 1/2″



Small Width - 1 1/4″

Circle & Square Width Sizing



Large Width - 1 1/8″



Medium Width - 7/8″



Small Width - 5/8″

Select Your Colors

With 24 standard colors to choose from, you have the flexibility to perfectly match your brand or tabletop vision.



Distinction





Outward Beauty, Inner Strength

The range of tableware within the Distinction collection offers both beauty and strength. Exuding elegance and class, each piece boasts superior strength for lasting durability, allowing you to create truly memorable dining experiences time after time.

Monaco Flat Rim Plate
9001C300 D 12" CP 12 (S,M,L)
9001C301 D 10 5/8" CP 24 (S,M,L)
9001C303 D 9" CP 24 (S,M)
9001C304 D 8" CP 24 (S,M)
9001C305 D 6 1/4" CP 36 (S)

Vogue Plate
9001C357 D 11 3/4" CP 12 (S,M,L)
9001C358 D 10 5/8" CP 24 (S,M,L)
9001C360 D 9" CP 24 (S,M)
9001C361 D 8" CP 24 (S,M)
9001C362 D 6 1/2" CP 36 (S)

Vogue Oval Platter
9001C392 L 13" W 10 1/4" CP 12 (S,M,L)
9001C393 L 11" W 8 3/4" CP 12 (S,M,L)
9001C394 L 8" W 6 1/4" CP 24 (S,M)

Stack Cup
9001C331
L 4 1/8" H 2 1/2" (7 1/2 oz) CP 36 (S,M)
Saucer Single Well
9001C318
D 6" CP 36 (Fits C331, C332) (S,M)

Low Cup
9001C152 L 5 1/8" H 2 5/8" (12 oz) CP 36 (S,M,L)
9001C189 L 4 5/8" H 2 3/8" (8 oz) CP 36 (S,M)
9001C190 L 3 3/8" H 1 3/4" (3 oz) CP 36 (S)
Saucer Single Well
9001C318 D 6" CP 36 (Fits C152, C189) (S,M)
9001C317 D 4 5/8" CP 36 (Fits C190) (S)

Logo sizes: Small (S), Medium (M), Large (L)
Logo sizes are approximate and will be fit accordingly depending on height & width.
D=Diameter L=Length W=Width H=Height CP=Case Pack • All products are measured at max capacity (oz).

Performance





Strength and Value Never Looked Better

The range of tableware within the Performance collection has been developed to meet the most demanding standards of practicality and presentation. Offering an unrivaled combination of exceptional durability and aesthetic appeal, Performance will showcase your food to perfection, creating an impactful first impression.

Madison Plate
11010811 D 11 3/4" CP 12 (S,M,L)
11010812 D 10 5/8" CP 24 (S,M,L)
11010814 D 9" CP 24 (S,M,L)
11010815 D 8" CP 24 (S,M,L)
11010816 D 6 1/2" CP 36 (S,M,L)

Oval Coupe Platter
11010145 L 13 1/2" W 10 5/8" CP 12 (S,M,L)
11010140 L 10" W 7 7/8" CP 12 (S,M,L)
11010139 L 8" W 6 3/8" CP 24 (S,M)

Low Cup
11010152 L 5 1/4" H 2 3/4" (12 oz) CP 36 (S,M,L)
11010189 L 4 3/4" H 2 3/8" (8 oz) CP 36 (S,M)
11010190 L 3 1/2" H 1 3/4" (3 oz) CP 36 (S)
Saucer
11010218 Slimline Single Well
D 6" CP 36 (Fits 0152, 0189) (S,M)
11010165 Double Well
D 4 5/8" CP 36 (Fits 0190) (S)

Logo sizes: Small (S), Medium (M), Large (L)
Logo sizes are approximate and will be fit accordingly depending on height & width.
D=Diameter L=Length W=Width H=Height CP=Case Pack • All products are measured at max capacity (oz).


THE
ALSTON



Unlimited Possibilities. Unmistakably Yours.

In addition to our logo and band decoration, Steelite offers complete custom design services to bring your unique vision to life. From distinctive shapes and patterns to fully bespoke decoration, our team can help you create dinnerware that truly reflects your brand story and sets you apart. A fully customized approach ensures a one-of-a-kind presentation that elevates the guest experience and leaves a lasting impression.

Contact custom@steelite.com and let's get started.

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