



# CHALLENGE COINS 2015

DIE STRUCK MILITARY & SERVICE MEDALLIONS

PROUDLY  
MADE IN THE  
**USA**

**WENDELL'S**

*Since 1882*

# CHALLENGE COINS

## DIE STRUCK MILITARY & SERVICE MEDALLIONS

The men and women in our armed and civil services share a special bond that few can compare. Through the rigors of training, duty and deployment they are tested not only as one but by the strength of the team. Every step is a shared accomplishment, joy or sorrow as they maintain their position as flag bearers and pride of our great nation.

Wendell's mints quality Military and Civil Service medallions which honor the bonds of service and personal sacrifices of our uniformed servicemen. Each medallion is die-struck from quality materials in our facility located in Ramsey, Minnesota. Every medallion which leaves our production line has been crafted by American hands, with pride and respect guiding each project to completion.

We are proud of the special place the products we produce serve in the honorable legacy of service. Whether in memory of past service or as a commemorative on training graduation, Wendell's Challenge Coins are our grateful tribute to a proud and honorable tradition.





# CHALLENGE COINS

CUSTOM MINTED MILITARY MEDALLIONS

**MADE IN THE USA**

*Since 1882*

## LEADERSHIP LASTS A LIFETIME

Wendell's is proud to be a part of honoring the brave men and women serving our country. Our custom medallions are made right here in America with pride and of the highest quality.

Medallions are die struck in NiCodium™, Bronze or Nickel Silver Finish and can also be gold plated in 24kt gold or coined in .999 Fine Silver for the ultimate presentation or tribute.

## PRICING

10 Gauge Minted Medallions

NICODIUM™	100	250	500	1000
39MM AND 1-9/16"	2.03	1.72	1.25	1.20
1-15/16"	3.26	2.41	2.00	1.70
<b>BRONZE</b>				
39MM AND 1-9/16"	2.91	2.52	2.09	1.76
1-15/16"	4.83	4.18	3.92	3.69
<b>NICKEL FINISH</b>				
39MM AND 1-9/16"	4.01	3.27	3.24	2.92
1-15/16"	5.85	5.33	5.06	4.87

4(C)



**PAINTING (Z)**  
\$0.49 per side

**ANTIQUED FINISH (C)**  
Available at \$0.34 per coin.

### DIE COSTS (Z)

Cost of 1st Custom Die is \$300 for orders under 250 units.

Orders of 250 to 499 the first die charge is reduced to \$150.

For orders with quantities of 500 or more there will be no charge for the first custom die.

Cost of second custom die is \$300.

### EDGE TREATMENTS (Z)

Rope Border or Diamond Faceting\*

\*Additional charge for Diamond Faceting



**BRIGHT BRONZE**



**NICODIUM™**



**ANTIQUED BRONZE**



## Custom Dies

Custom Minted Military medallions follow special pricing for die costs to the benefit of the standard, product unique production quantities.

## Stock Dies

Stock dies from Wendell's Stock die library may be used at no extra charge.

## Painting

Brilliant durable paint is a wonderful option that will add beauty and value to your coins.

## Edge Treatments

Rope Border or Diamond Faceting are available for military medallions along with the standard smooth or ridged edging. Please allow 15 days extra lead time for these options.

## Fine Metals

24 kt Gold or .999 fine silver can be plated onto the base medallion or struck as separate commemorative pieces. Material charges apply.

## Military Stock Dies and Challenge Coins

The full library of Military Stock Designs are available for any customer to use. Wendell's holds no responsibility over the unauthorized usage of service logos; it is the responsibility of the customer to secure appropriate usage from the service branch for these general designs, if required.

Challenge coins are medallions which represent a specific unit, command or accomplishment. These coins are generally personalized on at least one side and painted to match the unit's colors. Wendell's maintains accurate and approved insignia for all branches of service and can help the customer secure the correct imagery for unit regalia and image standards from the Institute of Heraldry or other government agency.

Preferred materials for Challenge Coins and Military Medallions are 10 Gauge Bronze, Nickel Plated or NiCodium, sized to 1-1/2", 1-9/16" or 1-15/16" with antiqued finish. Special edge treatments and ordering options are available; see the Challenge Coin page for more information.

# Military Stock Dies



**MM-1**



**MM-2**



**MM-3**



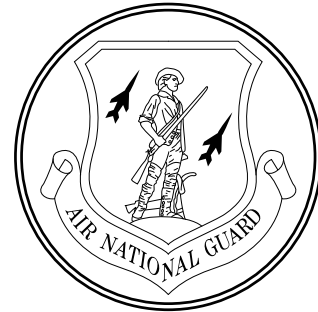
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**MM-5**



**MM-6**



**MM-7**



**MM-8**



**MM-9**



**MM-10**



**MM-11**



**MM-12**



**MM-13**



**MM-14**



**MM-15**



**MM-16**



**MM-17**



**MM-18**



**MM-19**



**MM-20**



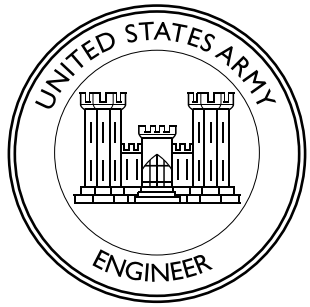
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**MM-22**



**MM-23**



**MM-24**



**MM-25**



**MM-26**



**MM-27**



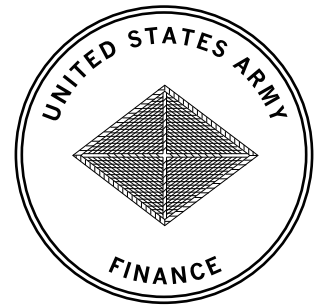
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**MM-29**



**MM-30**



**MM-31**



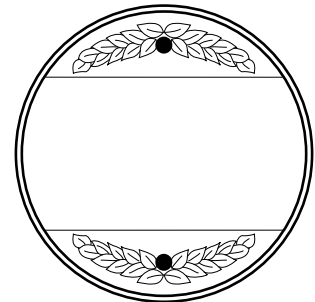
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**MM-33**



**MM-34**



**MM-35**



**MM-36**



**MM-37**



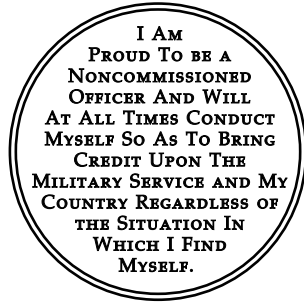
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**MM-39**



**MM-40**



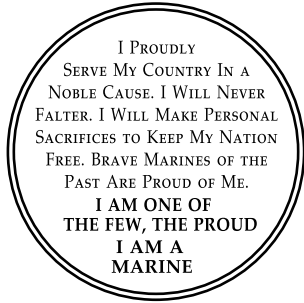
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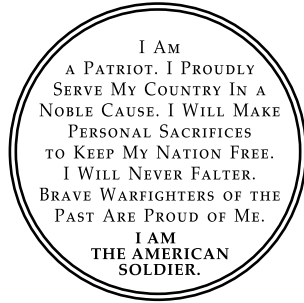
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**MM-43**



**MM-44**



**MM-46**



**MM-47**



**MM-48**



**MM-49**



**MM-50**



**MM-51**



**MM-52**



**MM-53**



**MM-54**



**MM-55**



**MM-56**



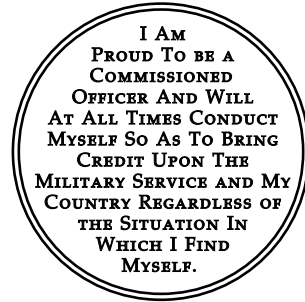
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**MM-59**



**MM-60**



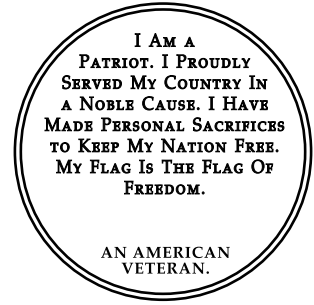
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**MM-62**



**MM-63**



**MM-64**



**MM-65**



**MM-66**



**MM-67**



**MM-68**



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**MM-70**



**MM-71**



**MM-72**



**MM-73**



**MM-74**



**MM-75**



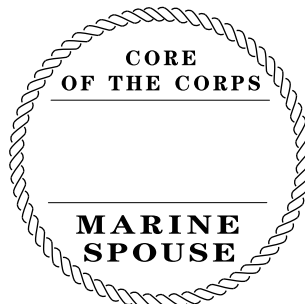
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**MM-77**



**MM-78**



**MM-79**



**MM-80**





**MM-81**



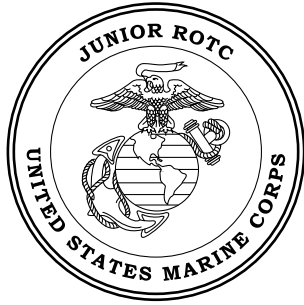
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**MM-83**



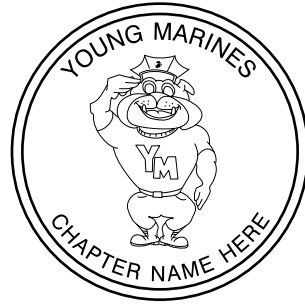
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**MM-85**



**MM-86**



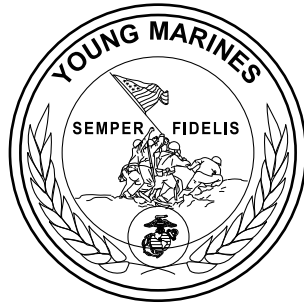
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**MM-89**



**MM-90**



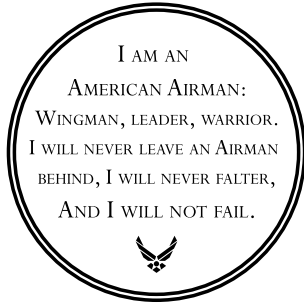
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**MM-92**



**MM-93**



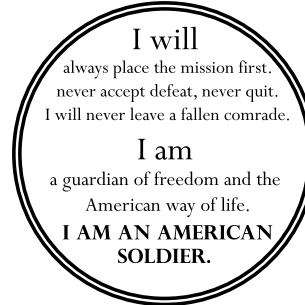
**MM-94**



**MM-95**



**MM-96**



**MM-97**



**MM-98**



**MM-99**



**MM-100**

# IAFF

## International Association of Fire Fighters Challenge Commemorative Coins

There are three great new options available for International Association of Fire Fighters affiliates interested in challenge or commemorative coins.

### International Association of Fire Fighters Logo Stock Tooling *ST10*

This tooling produces a beautiful commemorative coin in bright or antique finish and is available for use by IAFF affiliates as outlined in the IAFF Logo Policy. The tooling is designed such that the coins may be decorated with one, two or three heat cured epoxy colors as shown on these artist's renditions. The addition of the epoxy color will affect the purchase price of the commemorative coin.



Logo Stock Die



### International Association of Fire Fighters Logo Standard Designs *SD1, SD2*

To assist in the design of a custom logo die two standard designs are available. The first design, SD1, features the IAFF logo at the same size as the stock die while providing copy space inside the coin border to identify the local or the special event being honored with the coin. The second design, SD2, positions the IAFF logo lower within the inner circle and provides additional space for copy, image or a serial number.

### More Value for the Investment

These tooling and design options offer the IAFF affiliates an opportunity to create custom Challenge or Commemorative Coins with lower set up costs. The use of the IAFF standard tooling is no cost as long as the medallion and its use conform to the IAFF logo use policy. Any project that does not clearly conform to the use policy must be accompanied with approval from the IAFF General President or their designee.



SD1

The IAFF standard designs make a great starting point for a custom coin design

Standard Designs Artist's Rendition



SD2



# Accessories

## Clear Capsule OR Easel EO C1 C2 C3

These presentation accessories provide protection for the award medallions while enhancing your presentational impact.

C1 Capsules fit the 1-5/16" Medallions

C2 Capsules fit the 1-9/16" Medallions

C3 Capsules fit the 1-15/16" Medallions



## Velvet Jewel Case VBC

These classic boxes are a distinctive way to make a high-class impression.

## Elegant Wood Presentation Box PCI

These boxes are designed to be presented in tandem with our clear coin capsules for a complete presentation solution.



## Velvet Bag VB

A soft drawstring velvet bag is the perfect complement to your fine die-struck coin. These are available in blue or black, both colors perfect to highlight the beauty of the enclosed metal.

## Vinyl Flip Case VF2

A clear vinyl flip case is an easy way to ensure your 1-5/16" and 1-9/16" medallions will stay bright and scratch free. These are a soft vinyl envelope with a protective flap designed to ensure your medallion will not accidentally slip out or be damaged by debris.



## White Gift Box PBW

Our plastic display box and padded cardstock display box are the perfect solution for your retail or high volume coin packaging need. An affordable price while providing a durable means of protection for your end recipient.

# Our History

In 1882, Wendell's opened for business in Downtown Minneapolis. Minneapolis was far different in 1882; a thriving city of 43,000 people fueled by the grain milling and lumber industries yet very much on the edge of the frontier. Wendell's manufactured rubber stamps, stencils and steel engraving for local industry from a small office on Hennepin Avenue, around the block from the original location of the Minneapolis City Hall.

In 1940, Jim Barnum and Bill Bryant took over the management of the company and in 1945, they completed the purchase of the company. In the post-war years, Wendell's continued to grow by acquiring other stamp, stencil and seal companies but the owners felt that they needed products with a national market to support their growth. Added to their product line were buttons, badges and regalia, the beginnings of the Wendell's Custom Products line.

After 67 years in the heart of downtown, Wendell's moved to a new Minneapolis location that allowed more room for the increased production capability the new product lines required. Wendell's continued to grow acquiring four additional regional competitors, adding their long history to the traditions of Wendell's. In 1982, Wendell's quietly celebrated their 100th year of business with an optimistic look to the future.

An interesting highlight of Wendell's history is their role in the treatment, recovery and ongoing success of millions of people worldwide who have fought and are winning the battle against addiction. In 1973, a Wendell's employee Bill Westman, himself a recovering alcoholic was active speaking and counseling others seeking treatment. Bill wanted something that he could leave with those to whom he spoke, something to remind them of the message of AA and to encourage their continued healing. Bill developed a medallion with a raised center and the raised center anniversary medallion has become one of the more visible and lasting traditions of the AA movement, recognized the world over.

In the last decade of the 20th Century Larry Cody & Teri Wingness became owners of the company and they still own it today. Wendell's entered another period of expansion and soon outgrew the Minneapolis location, moving in 1995 to a 25,000 square foot facility in Ramsey, a northwestern suburb.

## A Variety of Products

Wendell's has produced many products during its history. Rubber stamps and engraving have followed the company since its inception and continue to be a major part of the business. When Porleon introduced the Perma line of stamps Wendell's became one of the original licensees of this product line. Innovation continued when lasers were introduced to produce stamps and to modernize engraving. This tradition continues today, Wendell's produces Flash Technology pre-inked stamps the latest innovation in quality personal marking. Wendell's is also an innovator in the fulfillment of customer orders offering a variety of fast, secure ordering platforms, and a highly efficient electronic order processing system to speed delivery and assure quality. Customers nationwide enjoy the excellence in service, quality and value Wendell's has delivered since 1882.

Wendell's Inspiration and Affirmation lines continue to innovate and grow. Wendell's continues to serve individuals celebrating recovery around the world and they have added motivational and inspirational designs to share the wonder of personal accomplishment with people in industry and the community.

Wendell's Custom Minting shares the reputation for excellence in service, quality, and value, that has sustained Wendell's for 125 years. Wendell's creative and sales teams are seen as valued partners with proven ideas and creative new application for these ideas in motivational, promotional and celebratory events. Wendell's investment in plant and personnel assure that world class quality is delivered at world competitive costs. Wendell's focus on customer partnership makes sure we provide world class quality with the service and delivery support you expect from a local business partner.

## Order Acknowledgement

Orders will be confirmed within 24 hours of purchase order receipt. The confirmation will detail the order specifications, pricing and delivery. Confirmation will be sent via email unless otherwise specified.

## Trademarks and Copyrighted Images

It is the customer's responsibility to secure permission for the use of any trademarked or copyrighted material prior to submitting the artwork for design of a coin, key tag or medallion.

## Digital Proofs

You will receive a digital proof of your designs prior to the production of tooling. Please review this carefully prior to approval. It is our objective to faithfully reproduce your design and welcome your inspection and critique of the artwork rendition.

## Custom Tooling Charge

Your design will be carefully sculpted into tool steel which is engineered to withstand the shock and pressure of the minting process. All tooling is maintained at the factory for five years. The factory assumes all responsibility for safe keeping and maintenance. Tooling that is not used after five years is considered obsolete and destroyed.

## Packaging

1 inch and 1 5/16" are roll wrapped for protection. 39 mm, 1 9/16" & 1 15/16" coins and all key tags are individually poly bagged for protection.

## Returns And Adjustments

The sales and production processes used are designed to avoid errors. We stand behind the integrity and accuracy of every order and will replace any products incorrectly manufactured.

Stock merchandise will be accepted for return only with prior authorization. Returns on stock items are subject to a 15% restocking fee.

## Overruns/Underruns

Every attempt to ship the exact quantity ordered will be made. We reserve the right to ship 3% overrun.

## Production

Production lead-times vary. We will always do everything possible to satisfy the production lead-time requested. It is our policy to avoid charging for rush service, however costs outside of the normal production process such as overnight service on foil or lead proofs will be charged.

## Shipping

All shipments are FOB our factory. Shipping is prepaid and added to the invoice. All products are carefully packaged and shipped in appropriate cartons to assure safe transit to the desired destination. Responsibility for the merchandise is transferred, with the proper acceptance of goods by a recognized carrier. All claims for lost or damaged merchandise resulting from the shipping negligence must be made by the receiving party with the appropriate shipper.

## Multiple Destinations

When the total order is shipped to multiple destinations at one time, a \$5.00 (Z) Charge per Drop-Ship destination applies.

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## Artwork

For best results in prepared artwork please submit your files in the following formats: .TIF, .EPS, .PDF or .AI (vector). For orders requiring photographic reference the image may be submitted in .JPG format, preferably at a higher resolution.

## Artwork Assistance

Artwork creation and modification service is available at an hourly rate.

## File Transfer and Artwork Submission

Artwork may be submitted via email, FTP or CD via post mail. Our preferred method of file transfer is email for noncompressed artwork smaller than 4MB; for larger files please contact a service representative for alternate methods.

Digital .EPS (vector) files produce the best results for logos and symbol based artwork and reduce processing time. For .EPS formatted files please be sure to outline all text before sending. .TIF (raster) or high resolution .JPG files serve as a great base for more sculptural designs, but will require additional processing to create production ready art.

Scannable artwork may be submitted via postal mail. Please be sure to properly protect your artwork from potential damage from postal machines by "sandwiching" the art between two pieces of sturdy cardstock. Our general policy is to return artwork only upon request so please specify to your sales representative at the time of ordering if you would like your artwork returned.

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