

Metal Stickems™ Launches Direct-to-Consumer Site, creating a New Generation of Peel-and-Stick Identity Products

New brand reimagines a durable, decades-old metal adhesive emblem as a premium alternative to vinyl stickers, offering over 500 designs across sports, military, academic, and lifestyle categories at www.metalstickems.com.



Mount Vernon, New York Aug 18, 2026 (Issuewire.com) - Metal Stickems™ officially launched this month, introducing consumers to a premium peel-and-stick metal emblem built from a decades-old manufacturing tradition. The new direct-to-consumer website at www.metalstickems.com offers more

than 500 designs, giving shoppers a durable, tactile alternative to standard vinyl and paper stickers for personalizing laptops, water bottles, phone cases, helmets, vehicles, and more.

Metal Stickems™ are small, embossed metal discs — crafted from brass or aluminum — with a peel-and-stick adhesive backing that bonds to almost any flat, hard surface. Unlike printed stickers, the designs are stamped directly into the metal or finished with enamel color fills, giving each piece a raised, dimensional look that does not fade, crack, or peel with age. The company estimates a typical lifespan of 10 to 25 years depending on where the emblem is applied.

The product itself is not new. It has been manufactured for over five decades and used throughout the awards and recognition industry, appearing on trophies, plaques, and medal frames under the name "medallion insert disc." The launch of Metal Stickems™ marks the first time the product has been offered directly to individual consumers under its own brand identity, with packaging, a curated design library, and a shopping experience built specifically around personal expression rather than institutional recognition.

"Your Identity in Metal"

"The idea behind Metal Stickems™ is simple," said a spokesperson for the brand. "People have been using vinyl stickers to express who they are for decades, but vinyl fades, peels, and looks cheap within a year or two. We took a product that has quietly proven itself in the awards industry for 50 years — something built to last — and made it available to anyone who wants their laptop, their gear, or their car to look as good in five years as it does today."

The brand's tagline, "Peel It. Stick It. Own It.," reflects its focus on individual identity and self-expression. The design library spans nine major categories, allowing customers to shop by subject or by identity — including collections curated specifically for athletes, students and teachers, veterans, pet owners, arts lovers, parents, business professionals, and hobbyists.

What Sets Metal Stickems™ Apart

According to the company, several qualities distinguish Metal Stickems™ from conventional stickers and decals:

- **Real metal construction** — Each piece is made from brass or aluminum, not plastic film, giving it noticeable weight and a scratch-resistant surface
- **Fade-proof, UV-resistant finish** — Enamel-filled and embossed designs do not rely on printed ink, so colors do not fade even with prolonged sun exposure
- **Fully waterproof** — Emblems hold up under rain, splashes, and everyday washing
- **Strong, residue-free adhesive** — A single peel-and-stick application bonds securely to laptops, cars, phone cases, lockers, toolboxes, and more
- **Fast turnaround** — Orders ship within one to two business days

Over 500 Designs Across Every Interest

The Metal Stickems™ catalog spans sports and athletics, academic and scholastic achievement, military and first responder themes, awards and recognition, and a broad lifestyle and hobbies category covering everything from pets and music to religious and outdoor themes. New designs are added regularly, and the site offers both 2-inch and 4-inch formats, along with a compact 7/8-inch size for smaller applications.

Multi-pack and gift set options are available, and the company offers free shipping on orders over \$25 as well as a subscription option for customers who want to build an ongoing collection.

Availability

Metal Stickems™ are available now at www.metalstickems.com, with individual designs starting at \$8.85. The full catalog, including sport-specific, military-specific, and identity-based collections, can be browsed by design category or by customer identity directly on the site.

About Metal Stickems™

Metal Stickems™ are premium peel-and-stick metal adhesive emblems built from a manufacturing tradition spanning more than 80 years in metal awards and recognition products. Available in over 500 designs across sports, military, academic, lifestyle, and corporate categories, Metal Stickems™ are sold direct to consumers at www.metalstickems.com. Metal Stickems™ is a registered trademark. Headquarters: Mt. Vernon, NY.

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