

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 a custom underglaze decoration showcasing your company logo.

With more and more people photographing their dishes and sharing on social media, now is the perfect time to create your personalized tableware and enhance your tabletop presentation. With an array of product and colors to choose from, put a custom stamp on your tableware using 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:

30 working days from receipt of order
AND approval of fired sample/CAD visuals
(whichever occurs last) PLUS transit from
Stoke-on-Trent, UK*

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	

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:	40 working days from receipt of order AND approval of fired sample/CAD visuals (whichever occurs last) PLUS transit from Stoke-on-Trent, UK*

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.



Contemporary Shapes



Metro Plate*
9001C082 L W 11" CP 12 (S,M,L)
9001C084 L W 9" CP 24 (S,M)
9001C083 L W 7" CP 36 (S,M)
9001C078 L W 5 1/2" CP 36 (S)



Contour Plate
9001C090 D 11 3/4" CP 12 (S,M,L)
9001C1141 D 11" CP 12 (S,M,L)
9001C091 D 10" CP 24 (S,M,L)
9001C092 D 8" CP 24 (S,M)
9001C093 D 6" CP 36 (S)



Contour Bowl
9001C094 D 11 3/4" (1 3/4 qt) CP 6 (S,M,L)
9001C1142 D 11" (1 1/2 qt) CP 6 (S,M,L)
9001C095 D 10" (1 qt) CP 12 (S,M,L)
9001C096 D 8" (20 oz) CP 24 (S,M)
9001C097 D 6" (8 3/4 oz) CP 36 (S)



Sheer Bowl
9001C625 D 5 1/2" (7 oz) CP 12 (S)
9001C622 D 4" (2 oz) CP 12 (S)

Logo sizes: Small (S), Medium (M), Large (L)

Logo sizes are approximate and will be fit accordingly depending on height & width.

*Available with logo decoration only. • D=Diameter L=Length W=Width H=Height CP=Case Pack • All products are measured at max capacity (oz).

Classic Shapes



Monaco Flat Rim Plate
9001C300 D 12" CP 12 (S,M,L)
9001C301 D 10 5/8" CP 24 (S,M,L)
9001C302 D 10" 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)



Monaco Wide Rim Plate
9001C1060 D 12 1/2" CP 6 (S,M,L)
9001C1063 D 6 1/4" CP 36 (S)



Vogue Plate
9001C356 D 12 1/2" CP 6 (S,M,L)
9001C357 D 11 3/4" CP 12 (S,M,L)
9001C955 D 11" CP 12 (S,M,L)
9001C358 D 10 5/8" CP 24 (S,M,L)
9001C359 D 10" 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)



Nouveau Bowl
9001C365
D 11 3/4" H 2 1/4" (17 oz) CP 6 (S,M,L)
9001C372
D 10 5/8" H 2" (12 oz) CP 6 (S,M,L)



Vogue Soup/Pasta Plate
9001C363
D 9 1/2" H 1 3/4" (16 oz) CP 24 (S,M)



Soup Plate
9001C310
D 8 3/4" H 1 1/8" (12 oz) CP 24 (S,M)



Oatmeal Bowl
9001C326
D 6 1/2" H 2" (16 oz) CP 36 (S)



Rim Fruit
9001C330
D 6 1/2" H 1 3/4" (8 1/2 oz) CP 36 (S)



Unhandled Stack Soup Cup
9001C312
D 4 1/4" H 2 1/4" (10 oz) CP 36 (S,M)
Handled Stack Soup Cup
9001C311
L 6" H 2 1/4" (10 oz) CP 36 (S,M)
Saucer Single Well
9001C318
D 6" CP 36 (Fits C312, C311) (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)



Vogue Mug
9001C688
L 4 3/8" H 4 5/8" (12 oz) CP 24 (S,M,L)
9001C687
L 4 3/8" H 4 3/4" (10 oz) CP 24 (S,M,L)
9001C686
L 4 1/8" H 4" (8 oz) CP 24 (S,M,L)

Logo sizes: Small (S), Medium (M), Large (L)

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Contemporary Shapes



Taste Coupe Plate

11070565 D 11 3/4" CP 12 (S,M,L)
11070544 D 11" CP 12 (S,M,L)
11070566 D 10" CP 24 (S,M,L)
11070543 D 9" CP 24 (S,M)
11070567 D 8" CP 24 (S,M)
11070568 D 6" CP 36 (S)



Nordic Coupe

11070639 D 11" CP 12 (S,M,L)
11070634 D 10" CP 12 (S,M,L)
11070631 D 8" CP 12 (S,M)
11070630 D 6" CP 12 (S)



Spice Plate

11070579 L 12" W 10 1/4" CP 12 (S,M,L)
11070580 L 10" W 9" CP 24 (S,M,L)
11070581 L 8" W 7" CP 24 (S,M)
11070582 L 6" W 5 1/8" CP 36 (S)



Zest Platter

11070585 L 12" W 10 1/8" H 2 1/8" CP 6 (S,M,L)
11070586 L 10" W 9 1/2" H 2 1/8" CP 12 (S,M,L)
11070587 L 8" W 7 1/2" H 1 3/4" CP 24 (S,M)



Taste Coupe Bowl

11070545 D 11 1/2" H 2" (2 qt) CP 6 (S,M,L)
11070569 D 10" H 1 3/4" (1 3/8 qt) CP 12 (S,M,L)
11070570 D 8 1/2" H 1 1/2" (27 oz) CP 24 (S,M)
11070571 D 5" H 1" (4 oz) CP 24 (S)



Taste Rectangle Tray*

11070556 L 13" W 7 1/2" CP 6 (S,M,L)
11070550 L 10 5/8" W 6 1/2" CP 6 (S,M)



Tulip Bowl

11070541 D 6 1/2" H 3 1/4" (1 1/8 qt) CP 12 (S,M,L)
11070540 D 5 1/2" H 2 3/4" (18 3/4 oz) CP 12 (S,M,L)
11070539 D 4" H 2" (6 3/4 oz) CP 12 (S,M)



Essence Bowl

11070597 D 6 1/2" H 2 3/8" (19 1/4 oz) CP 24 (S,M)
11070598 D 5 1/2" H 1 7/8" (11 1/2 oz) CP 24 (S)
11070595 D 4 1/2" H 1 5/8" (5 oz) CP 12 (S)



Taste Bowl

11070484
D 7" H 2 3/4"
(1 1/8 qt) CP 12 (S,M,L)



Taste Bowl

11070482
D 6 1/8" H 2 3/8"
(23 oz) CP 12 (S,M,L)



Taste Bowl

11070481
D 5 1/4" H 2 1/4"
(16 1/2 oz) CP 12 (S,M)



Taste Bowl

11070480
D 4 1/2" H 2"
(12 oz) CP 12 (S,M)

Logo sizes: Small (S), Medium (M), Large (L)

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Contemporary Shapes



FreeStyle Plate*
11280501
L 14 5/8" W 9 5/8" CP 6 (S,M,L)



FreeStyle Plate
11280520
L 12" W 10 7/8" CP 12 (S,M,L)



FreeStyle Plate
11280521
L 10" W 8 1/8" CP 12 (S,M,L)



FreeStyle Plate
11280522
L 6" W 5 1/4" CP 12 (S)



FreeStyle Bowl
11280523
L 11" W 9 1/2" H 2 1/4"
(32 oz) CP 12 (S,M,L)



FreeStyle Bowl
11280518
L 10" W 8" H 2 7/8"
(26 oz) CP 12 (S,M,L)



FreeStyle Bowl
11280524
L 7" W 5 1/2" H 3 1/2"
(14 1/2 oz) CP 12 (S,M)



FreeStyle Bowl
11280519
L 6" W 4 3/4" H 2 1/2"
(9 oz) CP 12 (S,M)



FreeStyle Bowl
11280525
L 5" W 3 3/4" H 2 1/8"
(4 oz) CP 12 (S)



Liv Cup
1340X0018 L 5 3/4" W 3 5/8" (16 oz) CP 24 (S,M,L)
1340X0019 L 5 1/4" W 3 1/4" (12 oz) CP 24 (S,M,L)
1340X0021 L 4 5/8" W 2 7/8" (8 oz) CP 36 (S,M)
1340X0023 L 3 1/2" W 2 1/8" (3 oz) CP 12 (S)



Liv Saucer
1340X0042
D 6" CP 36
(Fits 0018-0021) (S,M)
1340X0043
D 5" CP 36 (Fits 0023) (S)

Classic Shapes



Classic Shapes



Service/Chop Plate
11010226 D 11 3/4" CP 12 (S,M,L)



Pizza Plate
11010614 D 12 1/2" CP 6 (S,M,L)
11010710 D 11" CP 12 (S,M,L)



Madison Plate
11010810 D 12 1/2" CP 6 (S,M,L)
11010811 D 11 3/4" CP 12 (S,M,L)
11010812 D 10 5/8" CP 24 (S,M,L)
11010813 D 10" 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)



Slimline Plate
11010209 D 10 5/8" CP 24 (S,M,L)
11010210 D 10" CP 24 (S,M,L)
11010211 D 9" CP 24 (S,M)
11010212 D 8" CP 24 (S,M)
11010214 D 6 1/4" CP 36 (S)



Oval Coupe Platter
11010145 L 13 1/2" W 10 5/8" CP 12 (S,M,L)
11010142 L 12" W 9 3/8" CP 12 (S,M,L)
11010141 L 11" W 8 1/2" 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)



Nouveau Bowl
11010365
D 11 3/4" H 2 1/4" (17 oz) CP 6 (S,M,L)
11010372
D 10 5/8" H 2" (12 oz) CP 6 (S,M,L)



Vogue Soup/Pasta Plate
11010363
D 9 1/2" (16 oz) CP 24 (S,M)



Oatmeal Bowl
11010126
D 6 1/2" H 2" (16 oz) CP 36 (S,M)



Fruit Stone Rim
11010130
D 6 1/2" H 1 3/4" (9 oz) CP 36 (S,M)
11010131
D 5 1/4" H 1 1/4" (4 1/4 oz) CP 36 (S,M)



Unhandled Stack Soup Cup
11010121
D 4 1/4" H 2" (10 oz) CP 36 (S,M)
Slimline Saucer Double Well
11010225 D 6 1/2" CP 36 (S,M)



Lugged Stack Soup Cup
11010115
L 5 5/8" H 2" (10 oz) CP 36 (S,M)
Slimline Saucer Double Well
11010225
D 6 1/2" CP 36 (S,M)



Club Sugar/Bouillon Cup
11010379
D 3 7/8" H 2 1/8" (8 oz) CP 12 (S,M)
Saucer Double Well
11010158
D 5 3/4" CP 36 (S,M)



Slimline Stack Cup
11010217
L 4 3/8" H 2 1/2" (7 oz) CP 36 (S,M)
Saucer
11010218
Slimline Single Well D 6" CP 36 (Fits 0188, 0217, 0230) (S,M)
11010158
Double Well D 5 3/4" CP 36 (Fits 0188, 0217) (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)



Quench Mug
11010591 L 4 1/2" H 4 3/4" (12 oz) CP 24 (S,M,L)
11010592 L 4 1/4" H 4 3/8" (10 oz) CP 24 (S,M,L)
11010593 L 4 1/8" H 4 1/8" (8 oz) CP 24 (S,M)
11010594 L 3 1/8" H 2 7/8" (3 oz) CP 12 (S)



Atlantic Mug
11010183
L 4 5/8" H 3 5/8" (12 oz) CP 36 (S,M,L)



Club Mug
11010349
L 4 1/2" H 3 3/4" (10 oz) CP 36 (S,M,L)
11010346
L 4 3/8" H 3 5/8" (8 1/2 oz) CP 36 (S,M)



Stack Mug
11010403
L 4" H 3 3/4" (9 oz) CP 36 (S,M)

Logo sizes: Small (S), Medium (M), Large (L)

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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.



steelite.com

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LCCUSTOM226

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