



Nameplates, Labels, & Decals Substrate Comparison Guide

Need a metal nameplate? Or will a vinyl label work?
Read on for more information about different material options
available for your identification products.

mcloone

Image-building Graphics for Company & Product Identity



Substrate Comparison Guide

Identification graphics include nameplates, labels, and decals. Nameplates are traditionally made out of metals such as aluminum, stainless steel, and brass. Labels and decals are generally manufactured using vinyls, polycarbonates, polyesters, and numerous other plastics. All of these can be used for company name and logo identification, product warnings, and/or usage instructions.

So how do you decide between a metal nameplate and a lightweight label for your product identification? Many factors should be considered. What type of product is it going to be put on? What environmental conditions will it be exposed to? What is the expected lifetime? Vinyl labels and decals may be perfect for indoor applications with low-stress environments. For those needing the longest lasting and/or most durable identification graphics, metal nameplates can't be beat. It is important to discuss the details of your application with your customer service representative. This will help ensure that you receive the right product at the most effective cost.

See the chart below for a list of common materials used to manufacture identity graphics.

Material Options	Thickness Range (in inches)	Types of Finishes
Aluminum	.002”-.187”	Mill/Brush, Bright, Anodized Complete Range of Colors and Gloss
Stainless Steel	.015” (28 ga).- .036” (20 ga)	Brushed
Brass	.025”	Brushed
Vinyl	.002”-.065”	White, Sunflower, Dark Grey, Cardinal, Apricot, Black Cast, Destructible White, Blue Cast, Silver Cast, Yellow Cast, White Cast, Black, Chrome Yellow, Clear High Gloss, Prismatic, Yellow, Canary Yellow, Clear Static Cling, White Static Cling, White Opaque, Black Opaque, Clear Tread Non-slip, Red Transparent, Scrim Yellow
Polyester	.001”-.020”	Bright Silver, Brushed Silver, Chrome Silver, Clear, Dull Clear, Glossy Clear, Matte Silver, White, Bright Gold, Brushed Gold, Gloss White, Imprintable, Bright Chrome, Reflective, Gloss Marnot X2 [®] , Clear Marnot X2 [®] , Textured, White Translucent
Polycarbonate	.005”-.080”	Glossy Clear, Clear, Velvet Matte, Velvet, Marnot X2 [®] , Weatherable, Black, Matte, Velvet Polished, Gloss Marnot X2 [®] , Velvet Fine, Transparent Red

* Not all finishes are available in all thicknesses.



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Brass

Brass nameplates and serial number tags offer many of the same benefits of stainless steel. Brass however adds a mark of distinction to a product. There's just something about that "gold" look that really makes a product shine. Cabinet and other furniture producers often prefer the look of brass tags.

This elegance does have a price however. Your tooling investment and material costs, as with stainless steel, is significantly more than aluminum due to the hardness of brass.



Vinyl

Vinyl product decals and warning labels are perhaps the most cost effective & economical method of producing identification graphics. And vinyl's wide variety of finishes and thickness ranges gives you plenty of options.

Durability ranges from 2-7 years and is dependant on many factors including base material, ink systems, and any overlaminates that may be used for maximum durability. Vinyl may tear however when stressed and is not as resistant to chemicals as other nameplate and label substrates.



Polyester

For organizations needing a lightweight product decal or warning label that is more durable and tear resistant than vinyl, polyester is a great option. Polyester won't shrink as it ages like some forms of vinyl may.

Polyester labels are also chemical resistant so they work better in agricultural and industrial settings. And polyester decals work good for products that may be subject to high temperature extremes.

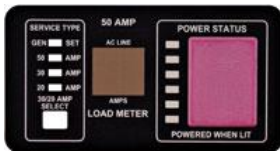
Polyester labels can also have an overlaminate applied for maximum durability.

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Polycarbonate

For superior performance capabilities, polycarbonate labels offer a great variety of features. Printing is actually done on the back side in a mirror-image format (just like clear polyester). That means chemicals and scratches that come in contact with the surface never even touch the ink system.



Overlays and panels with touchpads and buttons are usually made out of polycarbonate material due its flexibility and strength. It also has a wide temperature range of minus 250°F to 250°F. For extreme outdoor applications, a UV resistant hard coated polycarbonate material is also available.



Virtually any adhesive can be used with polycarbonate labels as well. So whether you have a highly textured or smooth surface, you'll be sure to have a label that lasts as long as your product.

Ready to Quote?

Phone 800.624.6641
E-mail sales@mcloone.com
Fax 608.782.3711
Mail Mcloone
75 Sumner St
La Crosse, WI 54603

How long does it take to produce a nameplate?

Depending on the steps involved, the complete production process, from quote to shipping will take from 10-12 working days.

What about repeat orders?

Repeat orders can be processed in just 5-6 working days.

Still have questions? Call 800.624.6641

Call Mcloone and let our helpful, knowledgeable Customer Service Specialists answer all your questions.



About Mcloone



Mcloone is recognized as one of the world's leading providers of high-quality identification graphics. We supply our customers with metal labels and nameplates, vinyl decals, self-adhesive vinyl labels, doming, asset tags, metal signs, and polycarbonate (Lexan®) identification graphics. Our products are used by top brands to label, display, and package their products. Mcloone's ISO 9001:2000 certification ensures you of the highest quality and complete satisfaction.

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75 Sumner Street, La Crosse, Wisconsin 54603
Toll Free 800.624.6641 Local 608.784.1260 Fax 608.782.3711
E-mail sales@mcloone.com www.mcloone.com