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Creating Your Custom Nameplate

Mcloone Gives You Quality from Start to Finish

Learn about all your nameplate options before you call for a quote and place your order.

Read on for more information and answers to your questions about:

- ~ Artwork and design requirements*
- ~ Shape, color, and size options*
- ~ Materials and printing methods*
- ~ Special effects available*
- ~ Adhesives, die-cutting, and numbering capabilities*
- ~ Finishing and delivery options*
- ~ The step-by-step process of producing your custom nameplate*

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As you know, corporate identity is crucial in today's marketplace. Your company invests a tremendous amount of time and money in developing designs and products that reflect your identity. For half-a-century, leading and emerging companies, like yours, have relied on Mcloone to help them build their brand image and enhance their product identity. That's why Mcloone's Image-Building Graphics are seen every day by millions of people around the world.

Mcloone's high-quality identification products and incredible service ensure a stress-free experience. We are known for our responsiveness, innovation, and commitment to excellence. With our dedication and expertise, you can rely on your nameplate and other identification products arriving as designed and on time.

How do we do it? Let's take a closer look at the process of creating your custom nameplate from start to finish, beginning of course with your identity...



Design

It all starts here with your nameplate design and vision. Your nameplate may be an attractive and elegant logo or a functional design that includes operating instructions, serial numbers, service recommendations, or contact information. If you are creating an electronic file, please see Mcloone's artwork guidelines to help ensure a smooth design process.

Application

What is your nameplate being applied to? This information is important in determining the ideal combination of material and adhesive or other attachment method.

Environment

The environment, indoors or outdoors, that your nameplate is exposed to is a critical factor. To maintain an attractive appearance of your nameplate and provide long-lasting service, we may recommend different adhesives, base substrates, overlaminates, and inks. Will your nameplate be exposed to gasoline or other chemicals (farm equipment)? Extreme moisture (hot tubs)? Intense heat (industrial furnaces)? All of these environmental conditions must be evaluated to manufacture your ideal nameplate.

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Material

Hundreds of different types of nameplate materials are stocked and ready for use by Mcloone. These include aluminum, stainless steel, brass, foils, polyesters, polycarbonates (Lexans®), polypropylenes, vinyls, polystyrenes, and many more. Most materials come in a wide range of finishes and thicknesses. Your Mcloone Customer Care Representative will advise you on the qualities of your material options to ensure the ideal choice for your application.

Finish

Metals may have bright, satin or diamond cut finishes in a range of colors. Lighter weight materials are also available in gloss or matte finishes. Depending on the environment, material, and finish you choose for your nameplate, an overlamine may be recommended to enhance and maintain your nameplate's beauty and durability.

Attachment

How your nameplate will be attached to your product will depend on many factors, particularly: your product design, the nameplate material, and the environment. You may require an adhesive, or have the nameplate pierced to create mounting holes for attachment with rivets. Mcloone primarily uses Avery® and 3M® brand adhesives. All have been tested to perform in a variety of environmental conditions. Your Mcloone Customer Care Representative will recommend the ideal adhesive for your specific application. We can even send you test samples, if necessary.

Size

Whether your product fits in a breadbox or is the size of a farm tractor, Mcloone has the equipment to make a nameplate the exact size you need. Need a logo nameplate for a small appliance? We can do that. How about a 2'x4' aluminum sign for a number of retail stores? No problem. Lightweight materials can be even bigger. Need 6', 8', or 10' labels for an industrial vehicle or machine? We can help!

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Shape

What shape will best complement your product design or brand image? From a basic geometric shape to a custom shape, Mcloone's in-house tooling, design, and state-of-the-art manufacturing processes can give you the exact shape you desire to enhance your image and product.

Ink Colors

From standard shades to your custom made corporate colors, anything is possible. Mcloone's color experts can provide simple PMS matching to a more complex 4-color process. We guarantee our color-matching capabilities so that you will get the colors you want, exactly the way you envision them.

Tooling

Mcloone's in-house tool and die team ensure that your nameplate is perfectly sized and meets your specifications. That also means that we are not dependent on an outside party to provide new dies or fix them when an issue occurs. This allows us to provide incredibly fast turnaround times. Buttons, roll forming, windows, and more can all be handled right here in our facility.

Numbering

Numbering can be added to your nameplate mechanically or electronically. Mechanical options for metal nameplates include plain pierced numbering or pierced with black color for additional emphasis. Video jet numbering adds your serial number electronically to the surface of your nameplate and can be applied to all materials.

Embossing & Debossing

Dimension gives your nameplate emphasis in key design elements...your logo, product name, or border for example. Embossing (raised impression) or debossing (lowered impression) is created through the application of a custom die made by our expert tool and die craftsmen.

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Forming

A contoured or formed nameplate can add a distinctive look to your image and product. Mcloone's forming process can create a curved or concave shape for your nameplate. Forming can also be used to fit your nameplate around a corner or angle of your product or to create any custom contour to enhance or match your product design.

Doming

Doming by Mcloone seals your nameplate beneath a protective lens that is glossy and resilient. Doming also enhances the beauty and durability of your nameplate. Domed labels and nameplates can add style to electronics and appliances, while withstanding tough environments on grills, machinery, and vehicles. When you want your image to look its best, ask for doming!

Quantities

How many nameplates do you need? Just one for a prototype or custom product? A few dozen? A hundred? Thousands? Whatever the quantity, Mcloone is ready and able to meet your production needs with quality from start to finish.

Your Quote

Call today to speak with our knowledgeable Customer Care Representatives about your nameplate needs. We'll help you finalize your nameplate design and choose your finishing options. Then, we'll provide you with your quote in 24-48 hours or less.

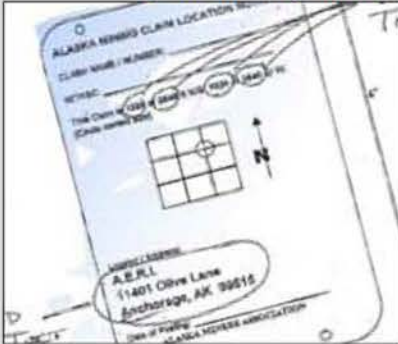
Let Mcloone help you create the perfect nameplate for your products that will enhance your brand image and make your products look their best.

Next: How Your Nameplate Is Made -->

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How your custom nameplate is made

Now that we've explored all your nameplate options, let's take a closer look at how your nameplate is made. Each step in the Mcloone manufacturing process includes built-in quality checks to ensure your nameplate is delivered to you according to your exact design specifications.



1. Your Artwork
Your electronic art or design sketch arrives at Mcloone via fax, e-mail, or mail.

2. Nameplate Specs
Working with our experienced customer care team, you will be guided through your options to select the ideal material, adhesive, and finishing options for your nameplate application.

3. Quote
Your quote will be completed and sent to you for approval within 24-48 hours. Quotes can be faxed, e-mailed, or mailed.



4. Artwork Prep
Once we receive your approval, the artwork for your logo or nameplate design is prepared for the production process. You receive an approval proof of this artwork before any production starts.



5. Quality Review
Artwork and work orders are checked to verify the specifications. Mcloone has many specific quality control checkpoints. Our ISO 9001:2000 certification ensures that quality is foremost throughout the production process.



6. Ink Mixing
Matching PMS colors or 4-color process begins here. These screen printing inks are computer mixed by our skilled color experts. Mcloone's color-matching capabilities are second to none. We guarantee it.

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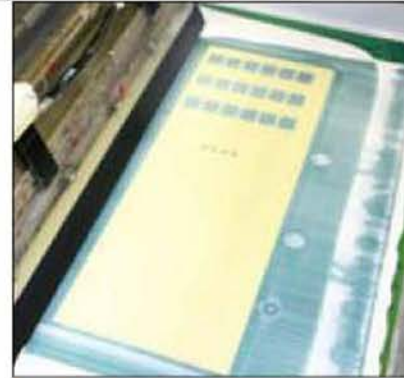
7. Stock Cutting

The raw material for your nameplate is pulled from our inventory. We keep most material, thickness, finish, and color in stock to ensure a quick turnaround time for your nameplate order.



8. Screenmaking

Here, your artwork is prepped to create a screen. A "positive" is exposed to create the screen of your nameplate image. Depending on the number of ink colors, several screens may be needed.



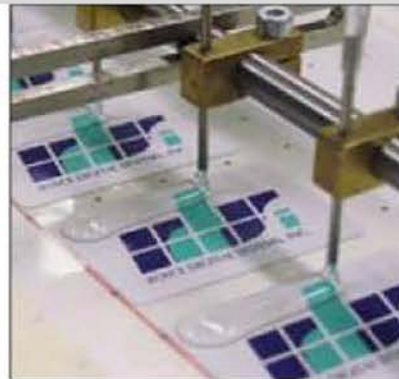
9. Printing

The screen material is porous allowing your custom blended inks to reach the material, transferring your artwork design to the nameplate stock.



10. Curing

Mcloone has several methods for curing your nameplate. Standard inks can be cured using a high temperature oven. Specialized inks are cured using a UV line. This is ideal for nameplates exposed to outside elements.



11. Finishing

Your nameplate is checked for accuracy (height, width, and thickness dimensions) and image quality before proceeding to finishing, as specified according to the work order. One or a combination of these finishing options will complete your nameplate.

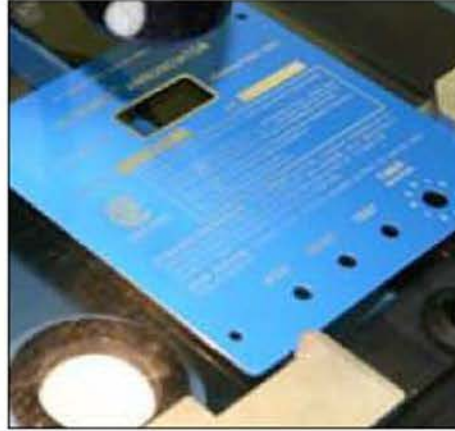


- ~ LAMINATING
- ~ NUMBERING
- ~ DRILLING / PIERCING
- ~ DIE CUTTING
- ~ ADHESIVE APPLICATION
- ~ EMBOSSING / DEBOSSING
- ~ FORMING
- ~ DOMING

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12. Cutting
While some materials, particularly metal, require machine cutting by one of our skilled operators, lighter materials can be cut by our automated N/C controlled cutting system.



13. Final Inspection
Before being packaged, your nameplate is inspected one last time. Steps are taken to ensure the adhesive, colors, materials, and all other components of your nameplate are exactly what you ordered.

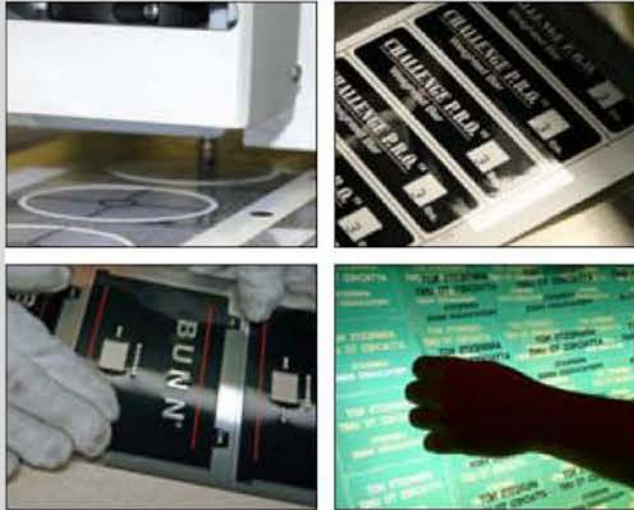


14. Packaging
Your nameplates are packaged according to the work order specifications. Orders can be packaged in strip form, bulk, or die-cut out into single pieces.



15. Shipping
Shipping options include UPS, FedEx, and other freight carriers.

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Ready to Get Your Quote?

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

How long does it take to produce a nameplate?

Depending on the steps involved, the complete production process, from quote to shipping will take approximately 16 working days.

What about repeat orders?

We will store your screen at no cost to you. This saves time when you need additional nameplates. Repeat orders can be processed in just 9 working days.

Still have questions? Call 800.624.6641

Call us and let our helpful, knowledgeable customer care representatives answer all your questions.

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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 Lexan® / polycarbonate identification graphics. Our graphic 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.