

mcloone

Your Identity with Doming. Have you imagined?

*Looking for that “something extra” for your identity?
Doming could be just what you’re after.
Elegant, stylish, and refined, doming takes your identity from ho-hum to
“Wow!” in an instant. Read on to find out how.*

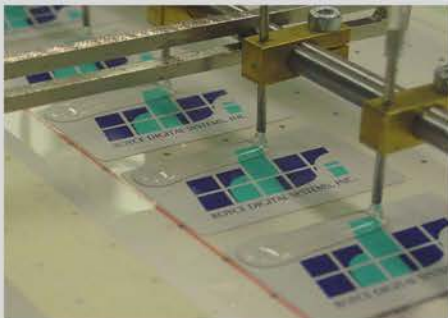
mcloone



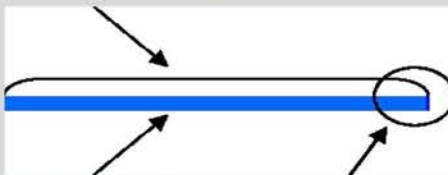
Enhance Your Identity

Corporate identity is crucial in today's marketplace. Companies invest a tremendous amount of time and money in developing a design that truly reflects their identity. Doming gives you the opportunity to enhance that image on your labels and nameplates.

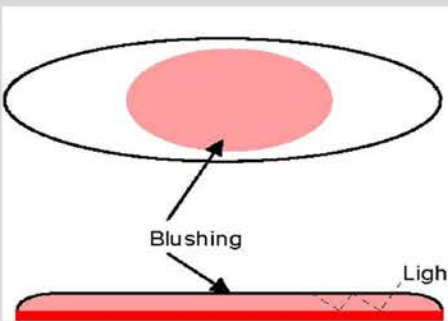
Doming seals a label or nameplate in a protective lens that is remarkably resilient. Glossy and pleasantly tactile, doming enhances standard flat labels and nameplates, lending emphasis to your identity in a beautiful way.



Polyurethane doming resin



Underlying Label Surface tension keeps the resin from flowing off the label



How it Works

The doming process entails pouring a clear polyurethane resin over a standard identification label. Depending on the label size and shape, multiple drop points may be designated so that just enough resin is applied to cover the entire label with 70-90 mils of material. At that point, the resin flows evenly to all areas of the label. Surface tension keeps the resin from flowing over the edge. Much like water beads up and adheres to itself if you overfill a glass.

The resin is mixed with a catalyst at the time of application which initiates a curing process. Full curing typically takes 24-48 hours although parts can be handled within hours.

The resin application is machine controlled in a clean room environment to ensure the highest quality finish possible. This reduces lint and other foreign materials that may come into contact with the domed label during the curing process.

A Note about Color

Because the clear doming resin collects and reflects light, certain colors may appear slightly different on labels and nameplates after they have been domed. Shades of red are especially susceptible to this "blushing" effect. If you required exact color matching, be sure to ask for material samples of your corporate colors with doming.

Rest assured however, the majority of identity graphics appear more stylish and refined with doming and color is not affected.

mcloone

Durability

Domed nameplates and labels are extremely durable. The clear polyurethane doming resin will dent and recover instead of permanently scratching. This flexibility protects the underlying label from abuse over the entire lifetime of your product and allows application to surfaces that may have a slight curve or angle.



The doming resin is also resistant to most common chemicals. There are no effects from fresh or salt water, weak or moderate acids. Caustics (lye) may etch or dull the gloss finish if overexposed but not if washed with water immediately. Alcohols, glycols (antifreeze) will have no effect. Aromatic & aliphatic hydrocarbons (toluene, mineral spirits) along with ketones, esters, and chlorinated hydrocarbons may cause some swelling and loss of gloss.

The doming resin has been exposed to testing that is at a minimum equivalent to 5 years outdoors. The testing has consisted of 1500 hours QUV, 1500 hours Xenon Weatherometer, and actual exposure in Florida for three years. The material showed no shrinkage, yellowing or loss of gloss.

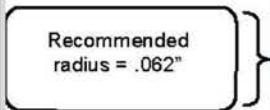
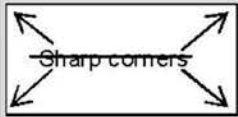
Recommended temperature usage of -40°F to 175°F (-40° C to 80°C). Resistant to short term exposure (hours) to 300°F (149°C).

Special Effects

Embossing and spot doming, two effects that are very effective in helping your identity to make a lasting impression. Embossing entails applying pressure with a patterned die to the bottom of a metal nameplate. This raised image then appears to “jump” out on the front side. Doming resin is then applied to finish off this spectacular effect.

Spot doming involves pouring the polyurethane resin only over a portion of a label. An embossed border or an invisible “stop ink” is used to entrap the resin in a designated area. Great for applications where you want your logo to stand out from the rest of the nameplate or label.

mcloone



.1570" minimum width

Designing Domed Labels

There are a couple of items to consider while you design your identity products if they will be domed. In particular, pay attention to corner radius and part width.

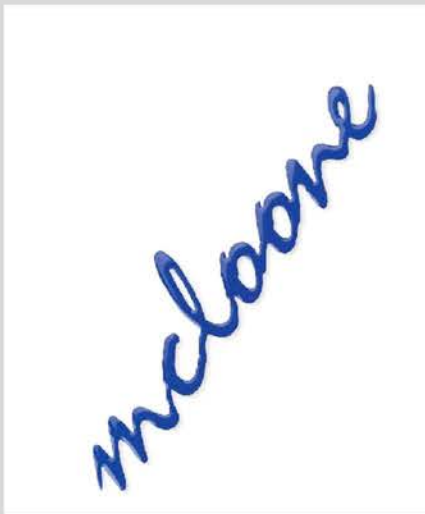
The doming resin, because of its tension properties has a difficult time flowing into sharp corners. Existing designs may need to be modified to round the corners.

Parts should be designed with a minimum width of .1570".

Scripting

For the ultimate look of style, consider scripting your company or product name. This is great for organizations that have risen above the competition and deserve a look of prominence.

Manufacturing a scripted logo requires dozens of computer controlled resin applications. Due to the complexities of this process and a number of artwork requirements it is important to contact your customer care specialist early in the design process of your label. They can offer you suggestions on minimum sizes and other specifications so that your scripted logo is manufactured in the most efficient manner possible. While the investment in a scripted logo can be significantly higher than standard labels, the branding opportunity pays dividends for yours to come.



Ready to Quote?

Phone: 800.624.6641
Fax: 608.782.3711
E-mail: sales@mcloone.com
Mail: 75 Sumner Street, La Crosse, Wisconsin 54603

How long does it take to produce a domed part?

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

Still have questions? Call 800.624.6641

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

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 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.

Address: 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
Website: www.mcloone.com