

DURABLE PRODUCT IDENTIFICATION



MANUFACTURING EXCELLENCE

Product identification needs to do more than just look good, it needs to perform in the environment where it will be used. McLoone combines durable metal and plastic substrates with proven printing, finishing, and attachment processes to create labels, nameplates, ID plates, and overlays built for long-term performance. From outdoor exposure and temperature extremes to chemicals, cleaning solutions, moisture, and everyday wear, each solution is designed around the demands of its application.

Durability starts with selecting the right materials and processes for the job. We consider the end-use environment, surface, attachment method, and expected product life to develop product identification that stays intact, legible, and effective throughout the life of your product.



METAL SUBSTRATES

ALUMINUM • STAINLESS STEEL • BRASS

Each metal substrate offers distinct advantages for durable product identification. Aluminum provides a lightweight, versatile option with excellent durability and a range of finish options, while stainless steel offers exceptional strength and resistance to corrosion, chemicals, and demanding environments. Brass provides a distinctive appearance along with durability, great for long-term performance and a premium appearance.

PLASTIC SUBSTRATES

POLYCARBONATE • VINYL • POLYESTER

McLoone offers flexible substrates for durable product identification across a variety of applications. Vinyl provides flexibility and versatility for a wide range of labels and decals, while polycarbonate offers excellent durability and dimensional stability for overlays and other demanding applications. Polyester provides durability and resistance to moisture, chemicals, and abrasion, ideal for long-term performance.



DURABLE PRINTING PROCESSES

SCREEN PRINTING

A proven, durable printing process that is ideal for product identification that needs to withstand regular handling, environmental exposure, and other demanding conditions. McLoone offers first-surface printing on metal substrates and both first- and second-surface printing on plastic substrates - offering flexibility in how your product identification can be applied and protected.

DIGITAL PRINTING

A flexible printing process that produces detailed graphics, multiple colors, and variable data without the need for screens or tooling. It is perfect for applications with complex designs, shorter runs, or variable data like consecutive numbering. This technique can be applied to both metal and plastic substrates, with additional finishing options available for increased durability.



DOMING SELF-HEALING & CRYSTAL CLEAR

Add a bubble of automotive-grade urethane resin over your graphic, creating a durable and tactile element that protect against scratches, moisture, UV exposure, and everyday wear.



EMBOSSING PERMANENT & TACTILE

Include a raised or recessed detail directly into the material, to create a permanent feature that won't fade or wear away. Ideal for logos, letters, symbols, numbers, or other details.



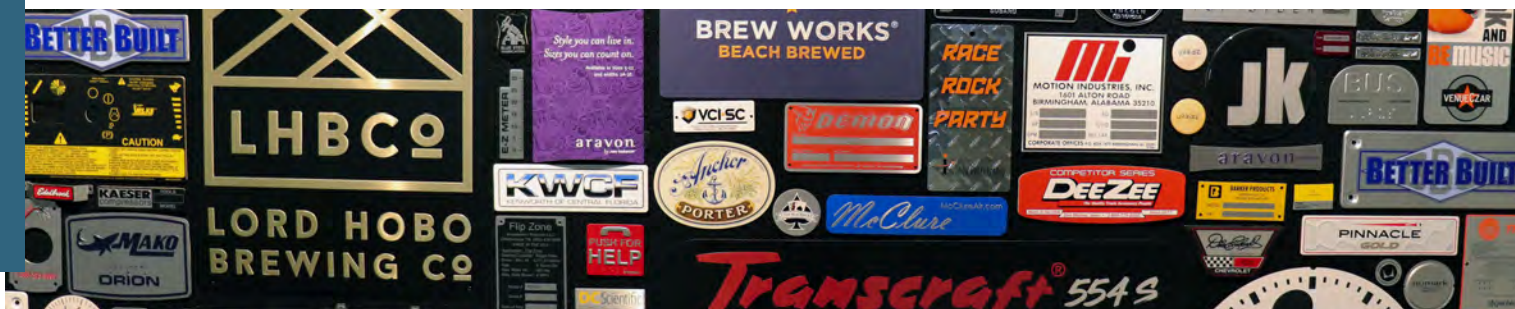
DURABLE ATTACHMENT

The right attachment method helps ensure your product identification stays securely in place throughout the life of your product. McLoone offers a variety of attachment options - most common is a pressure-sensitive adhesive, but rivets, screws, or a combinations of adhesive and mechanical attachment are available. Mechanical attachment does provide an additional level of security for more demanding environments, but the attachment method will be selected based on the surface and application.



For over 70 years, McLoone has partnered with OEMs and manufacturers to deliver high-quality product identification built to perform throughout the life of the product or equipment. With the right combination of materials, printing processes, finishes, and attachment methods, your product identification will remain clear, secure, and legible, even in the most demanding environments.

If you're interested in starting a conversation or getting started on your durable product identification project, reach out to us at sales@mcloone.com



As part of the Clarion Safety Systems family, we are able to provide best practice safety labels and signage, along with complementary risk-reduction services through their affiliated businesses: Machine Safety Specialists and Arrow Industrial Solutions.