

Your Brand, Your Choice.

Effectively showcasing your brand is integral to product design. No matter if you need a highly decorative badge or a functional tag with operating instructions, each serves its own objective.

Choosing the right substrate for your product identification depends on factors like the product's environment, budget, design goals, lifespan, and regulatory needs.

This guide outlines standard substrate options for product identification, with flexibility for reviewing alternative materials as needed. It's also important to note that we are ISO 9001:2015 Registered and comply with RoHS3 and REACH requirements.

Metal Substrate Options: Aluminum, Brass, and Stainless Steel

Plastic Substrate Options: Polycarbonate, Polyester, and Vinyl

Metal Substrates

Metal is a durable material that is suitable for product identification across all markets, especially products exposed to harsh environments. The cost will vary depending on the material type and thickness, but it's important to keep in mind that a metal nameplate is expected to last for the life of your products!



Aluminum



Stainless Steel



Brass

ATTACHMENT OPTIONS



Adhesive



Assembly to Molded Carrier

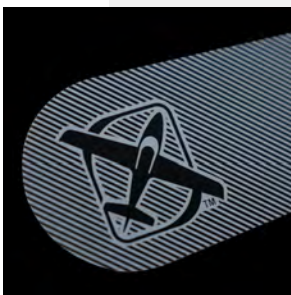


Custom Tooled Tabs or Notches

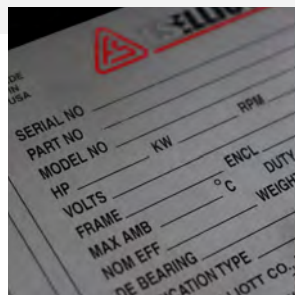


Pierced Holes for Rivets or Screws

APPLICATION



Decorative Trim



Industrial ID Plates & Asset Tags



Information & Safety Plates



Nameplates & Badges



ALUMINUM

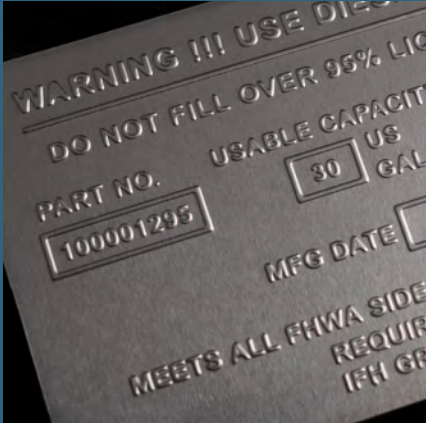
DOMING



SCREEN PRINTING



SERIALIZATION



THICKNESS AND FINISH OPTIONS

.002" Matte and Bright Foil

.012" - .032" Mill Finish and Bright

.062" - .090" Mill Finish

.012" - .063" Anodized



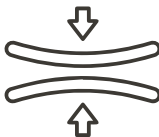
Chemical Resistant



Durable



Lightweight



Malleable



Recyclable



STAINLESS STEEL

SCREEN PRINTING



SERIALIZATION



THICKNESS AND FINISH OPTION

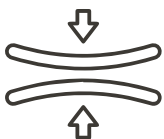
.018" - .036" Brushed



Durable



Corrosive Resistant



Malleable



Dent Resistant

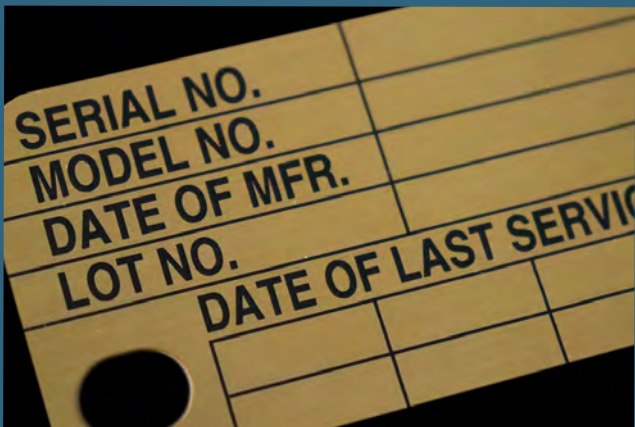


BRASS

SCREEN PRINTING

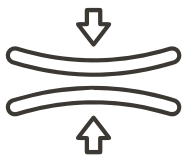


SERIALIZATION



THICKNESS AND FINISH OPTION

.020" Brushed



Malleable



Durable



Salt Water
Resistant



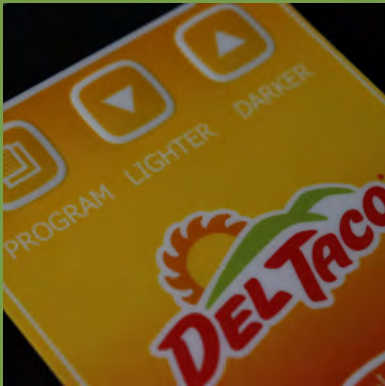
Non
Sparkling



Natural Gold
Color

Plastic Substrates

Plastic is a flexible material that is suitable for product identification across many markets. It can also be used on products exposed to harsh environments. Cost varies depending on the material type and thickness. A plastic label or overlay is expected to last several years and stand up in both indoor and outdoor environments.



Polycarbonate



Polyester

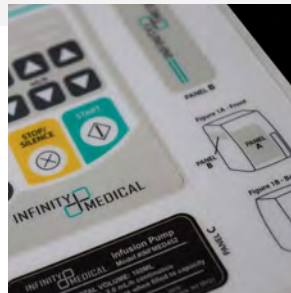


Vinyl

SUPPLY OPTIONS



Individual Die Cut Parts



Kit Assembly for Family Parts



Strips of Parts

APPLICATION



Branding Decals & Labels



Graphic Overlays & Panels

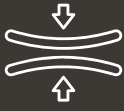


Information & Safety Labels

POLYCARBONATE

Versatile Decorating Options Include:

Backlit and Deadfront Graphics, Clear and Transparent Windows, Doming, Embossing, Hard Coating, and Screen Printing.



Flexible



Lightweight



Tear Resistant



Sub-Surface Printing

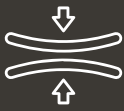
Thickness & Finish Options:

.005" - .030" Clear, Velvet, Weatherable

POLYESTER

Versatile Decorating Options Include:

Digital Printing, Doming, Embossing, Screen Printing, and Variable Data Printing.



Flexible



Lightweight



Tear Resistant

Thickness & Finish Options:

.002" White, Clear, Matter Silver, Brushed Silver, Bright Silver, Imprintable, Reflective

.005" - .010" Clear

VINYL

Versatile Decorating Options Include:

Digital Printing, Doming, Screen Printing, and Variable Data Printing.

**Exterior applications or exposure to chemicals may require additional overlamine processing.*



Durable



Lightweight



Easy Application

Thickness & Finish Options:

.002" - .004" Standard

.007" Static Cling

.010" - .065" Rigid

17oz Scrimmed



Diverse Material Options

We take pride in being your all-in-one, one-stop-shop for product identification. Whether you need an eye-catching warning label, a durable ID plate, or a nameplate that will help you stand out on the shelf.

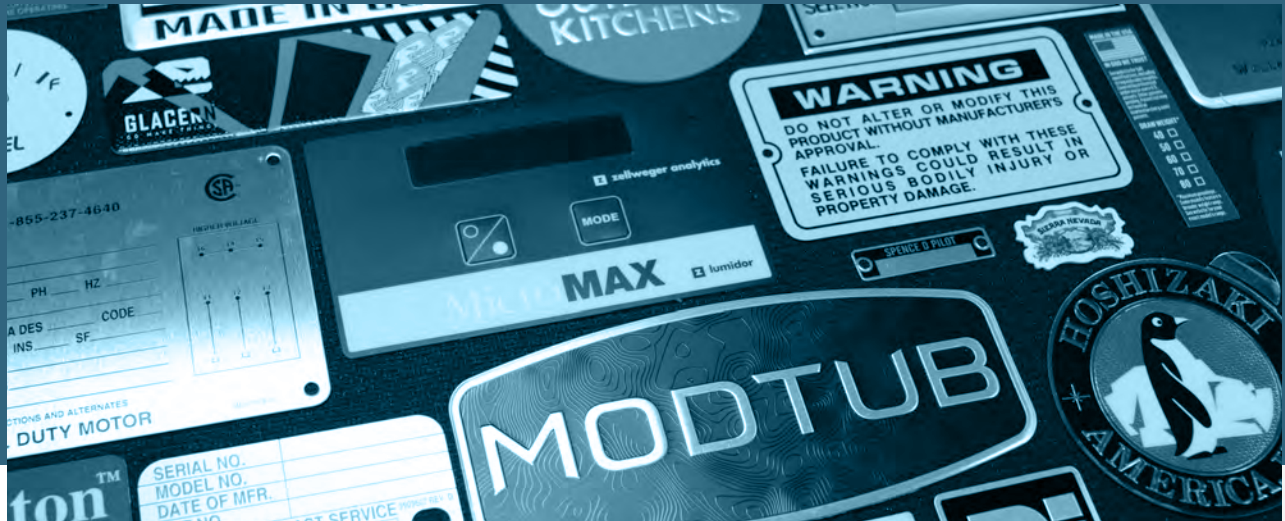
We've got you covered.

We'll help you choose a material that will represent your brand effectively, thanks to our versatile decorating options for metal and plastic, we can create a unique and distinctive look that will seamlessly integrate with your product.

The goal of this resource is to provide insight into our available materials that will ensure durability and longevity. If you're looking for something that you haven't found in this eBook, additional processes or materials can be reviewed upon request. *Just reach out to our expert Customer Care team for help!*

Durable Graphics Made Simple.

What you need, when you need it.



Related Resources

Check out our other blogs and eBooks for more helpful information about durable solutions for ID plates, nameplates, overlays, and labels.

Blogs

[How To: Choosing the Right Adhesive](#)

[What is ISO Certification? Does it Matter?](#)

[What is Pantone?](#)

[Get it Right the First Time: Preproduction Samples and Free Concept Drawings](#)

[How to Add Dimension to Plastic Labels and Graphic Overlays](#)

[A Sticky Subject: Adhesive for Outdoor Exposure](#)