

Durable Production Identification



MAKE A FIRST IMPRESSION THAT LASTS

Metal nameplates and badges are an extremely effective and economical way to promote your brand.

Done right, they grab the attention of potential customers and make a great first impression.

MAKE YOUR PRODUCT BRANDING COUNT

Create a strong impression with metal nameplates. Each custom creation is designed to uniquely meet your needs with your branding in mind.



90%*

of purchases are
influenced by visual
factors like color



5-7*

The number of
interactions before a
consumer will
remember a brand



Consistent branding
across all channels
increases revenue by

23%*

*according to [marketing studies](#)

METAL NAMEPLATES AND BADGES

Eye-catching and cost-efficient, metal nameplates and badges are commonly used on outdoor furniture, automotive aftermarket and accessories, fencing and decking, and industrial equipment. Whether premium, whimsical, or legendary, our team of professionals work with you to create practical solutions with your brand's personality and messaging.

INNOVATIVE AND AFFORDABLE

To boost your product identification's influence, keep the following items in mind to ensure a bold, memorable, and readable nameplate:



Size



Color



Graphics

For more information on optimal sign design, [consult our team of experts.](#)

SIZE

Make a professional impression with custom badging in any size or shape.



COLOR

Translate your message into noticeable product branding. Use color and contrast to express confidence and create a bold, memorable, and readable nameplate. Color can boost a brand's awareness by 80%*!

Color and Finish Options

PMS Color Match

Gloss and Matte Colors

Four Color Process

Metallic and Transparent Colors

Brushed and Polished Silver Finishes

Brushed Polished Gold Finishes



GRAPHICS

Our creative team will work with you every step of the way to design an innovative solution for your brand.



DURABILITY

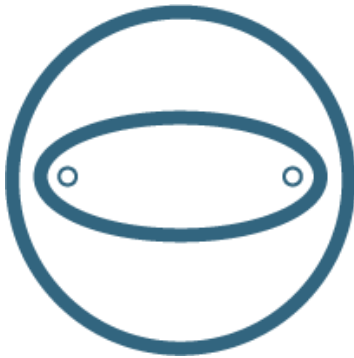
Anodizing, protective topcoats, and high temperature inks are some of the durable processing solutions. Each stands up to indoor and outdoor environments, ensuring product identification that will last the lifetime of the product. A variety of materials are available on both metal and plastic substrates.

All processes follow strict compliance guidelines to ensure quality and industry standards are met.



QUALITY AND DURABILITY

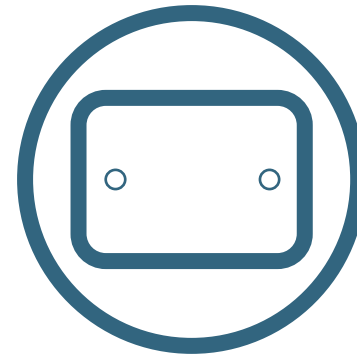
Choose premium metal badges, custom permanent decals, or metal signage in a variety of durable materials and processes to meet your application needs for a lasting impression.



Badges



Warning Labels



ID Plates

PREMIUM METAL BADGES

Elegant and stylish or robust and tough, aluminum badges add perceived value and speak to the high level of quality represented by your brand.



EMBOSSED METAL NAMEPLATES

Easy to read and attractive, embossing adds dimension and impact to metal nameplates.

Add forming for even more depth or to attach around a corner or contoured surface.



WARNING AND CAUTION LABELS

Warning and safety labels play an integral role in your company's product safety and liability prevention efforts. This means people's lives and your company's financial well-being are on the line.

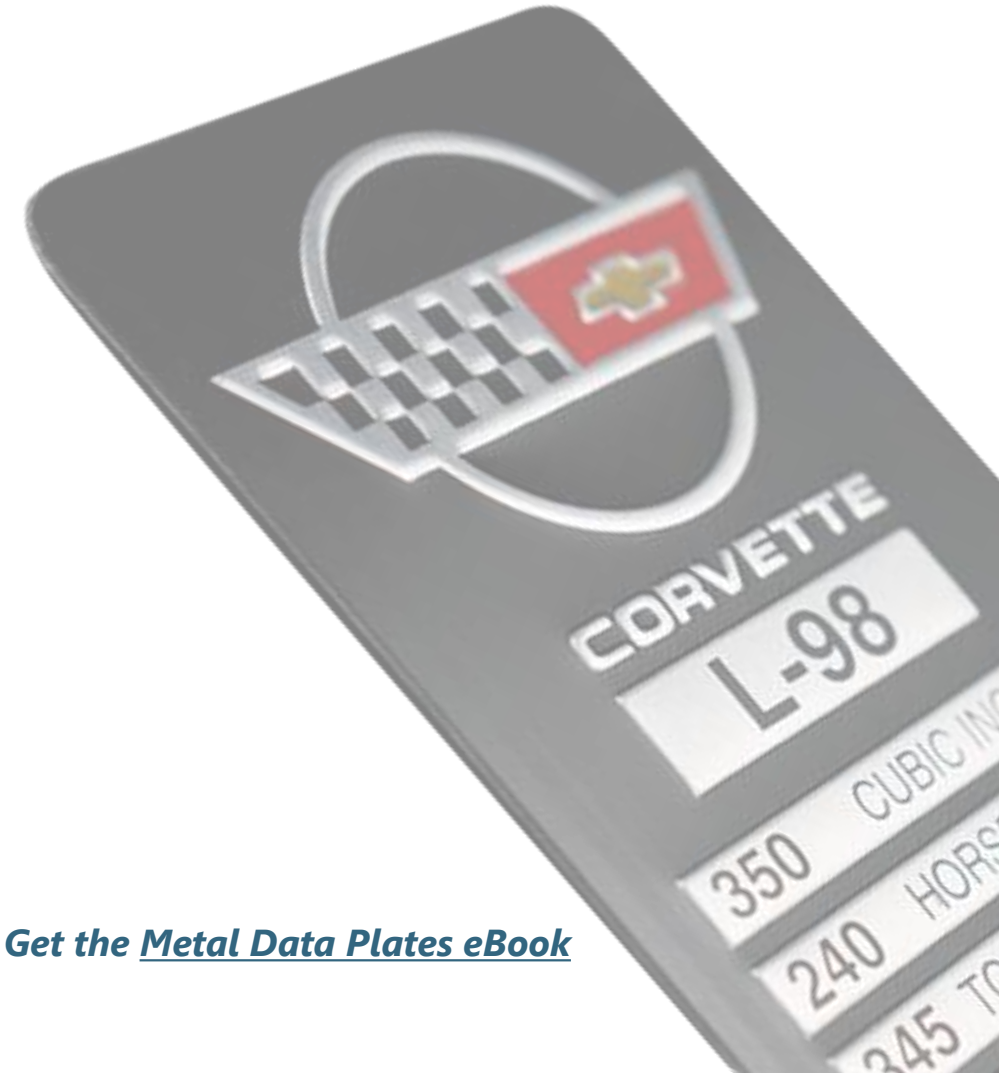
Weatherproof, high adhesive decals stick to most surfaces.



INDUSTRIAL DATA PLATES

Data plates, tags, and identification plates are durable and versatile solutions for harsh environments, withstanding temperature extremes and corrosive conditions.

Perfect for indoor or outdoor use, with flexibility to customize shape, size and color to meet your needs.

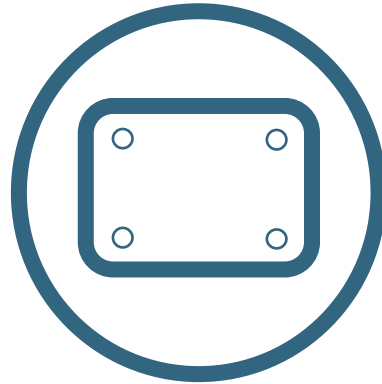


SIMPLE NAMEPLATE ASSEMBLY

Explore options for easy installation to plastics, metal or wood. Not sure which one is best? Let our experts help you.



Adhesives



Mounting Holes



Combination

ADHESIVES

There are many situations where a self-adhesive option is the best solution for secure attachment. Important considerations include what type of surface is it sticking to and what type of environment it will be used in. Our team will work with you to ensure a bond that will last.



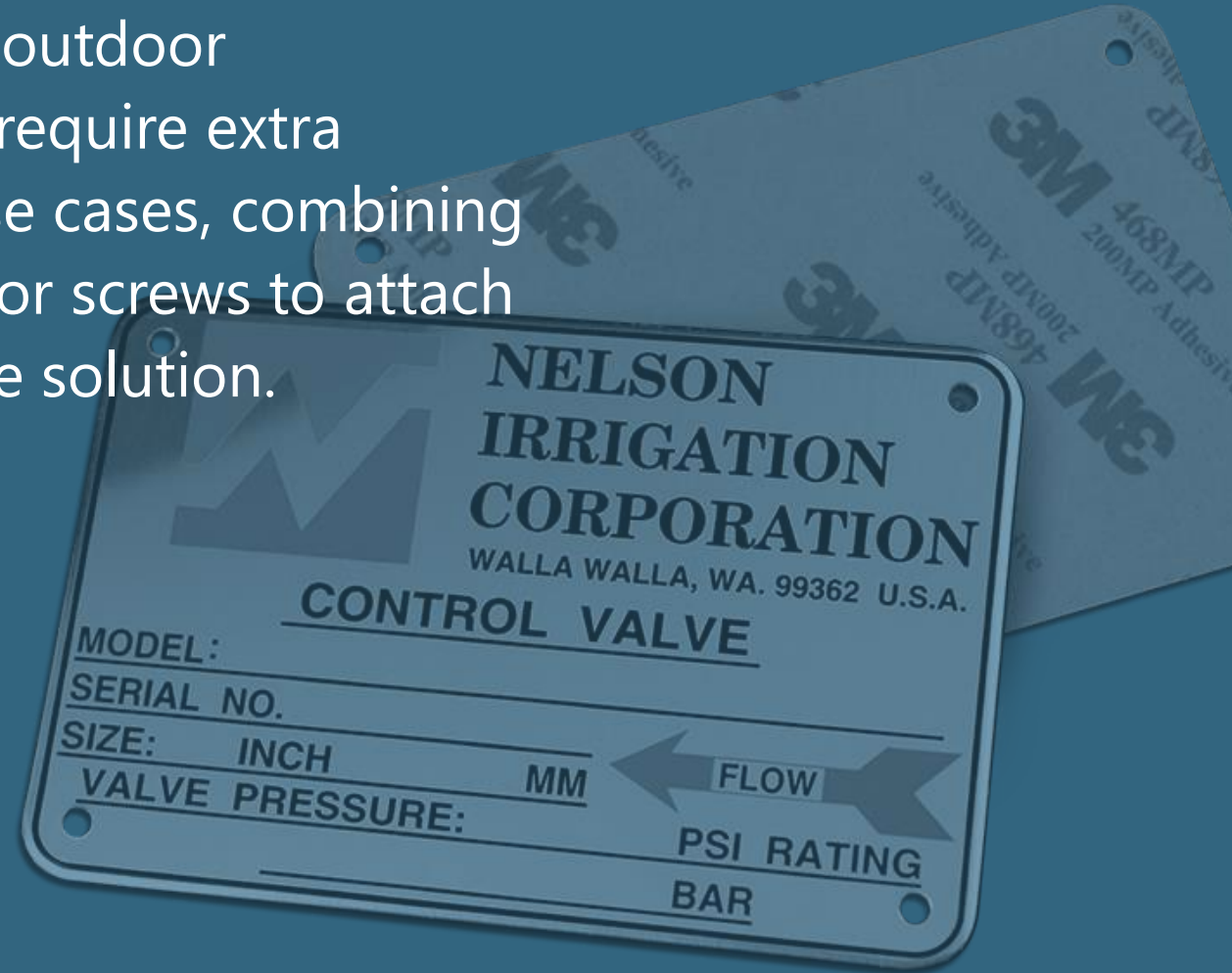
MOUNTING HOLES

Some surfaces or environments are better suited for attachment with mechanical means. Attachment with rivets or screws can be designed for signs with configurations for single or multiple holes.



COMBINATION

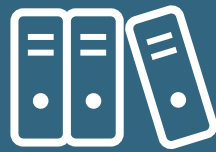
Extreme applications with exposure to outdoor environments or harsh chemicals may require extra attention to secure attachment. In these cases, combining pressure sensitive adhesive with rivets or screws to attach data plates to equipment is an effective solution.



CUSTOM PRODUCT BRANDING

From aluminum and steel to vinyl and polyester, we manufacture with the latest printing technology.

The more demanding the specs for your custom product branding, the more our services stand out.



Experience

With an average of over 21 years of durable printing industry experience per employee, you can expect the right solution at the right price.



Dedication

Our goal is to help you make an impact. Our team – customer care, designers, printers, and fabrication – creates quality nameplates with a powerful impression.



Integrity

Exceeding expectations is our goal. ISO certified and made in the USA, brands recognized around the world rely on us for their printing needs.



CONCLUSION

Great product branding draws attention and increases product sales. Let us help you design and create an impactful nameplate that draws the eye of the consumer and increases sales.

[GET A QUOTE](#)

RELATED RESOURCES

Check out these articles and eBooks for even more helpful information to create durable product identification for your outdoor application.

Articles

Weather Considerations for Nameplates and Labels
Die-Cut Components for Shielding, Sealing, and Spacing
Basic Tool Information for Metal Nameplates and Badges

eBooks

Nameplate Substrate Guide
Metal Data Plates
Customized Durable Safety Labels



ABOUT MCLOONE

At McLoone, we combine creativity and expertise to custom manufacture graphic solutions that help you professionally brand your product. Whether building to print, creating rapid prototypes or collaborating on a custom solution, we're known for meeting deadlines and exceeding expectations.

Quality is integrated into every area at McLoone, from prototyping through delivery. We are ISO 9001:2015 registered and comply with RoHS3 and REACH requirements.

65 YEARS STRONG AND GROWING

Submit your requirements for pricing and see how McLoone can help you with eye-catching signage that leaves a lasting impression.

GET A QUOTE

info@mcloone.com

