

Success Story #127

Unique Backing Solves Manufacturer's Nameplate Dilemma

Product identification is integral to customer awareness. It's often the defining factor differentiating your product from the competition.

When your product's design limits your nameplate options, consulting a specialist can open up new product marking possibilities. Recently, Dec-O-Art was able to solve just such a labeling problem for Norlake, a U.S. manufacturer of refrigeration products.

Norlake was using an old fashioned, injection-molded nameplate that was attached to the uneven, embossed refrigerator surface with a strip of adhesive foam.

The injection molded nameplate was very difficult to clean. Dirt would get caught along the edges of the letters. Since the foam backing did not conform to the nameplate edges, dirt could also get caught behind the nameplate. As a member of the food service industry,

this problem was of great concern to the company.

Norlake teamed with Dec-O-Art since we are a product marking specialist that has been developing solutions for our customers for over 30 years. Our individualized services and problem solving capabilities enabled us to address Norlake's unique application needs.

We worked closely with Norlake's engineering and marketing departments to analyze the company's requirements and determine how we could fulfill them.

We designed a 3-dimensional, high gloss Deco-Lens nameplate that would provide the aesthetic appeal, durability, and the easy-to-clean, low maintenance surface that Norlake needed. Our sales

and engineering teams quickly began to research how the decal could be applied to the rough surface.

After testing several material options, we developed a foam backing for the Deco-Lens part that would adhere to the refrigerator's rough surface. In addition, we devised a method of die cutting the foam along with the decal, ensuring that it conformed to the decal edge and preventing dirt from getting caught behind the nameplate.

Dec-O-Art's solution provided all of the benefits that Norlake wanted: aesthetic appeal, durability, and an easy to clean surface.

Want to give your product a more contemporary look? Need help with a nameplate

problem? Let Dec-O-Art fulfill your product marking needs by contacting our sales team at 800-225-6879, sales@dec-o-art.com, or by

visiting us on the web at www.dec-o-art.com.



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