

DecoForm™ vs. other rigid 3-D product ID

Feature	Our DecoForm	Their 3-D product	Benefit to our customer
Tooling Cost	Very inexpensive 1 cavity tool is possible Less than half the cost of competition	Expensive 1 cavity tool is not economical	Compared to competitors' 3-D emblems, our tooling costs are much less expensive, cutting your tooling costs in half.
Prototyping	Very easy and inexpensive Thickness and profile can be changed using the same tooling	Not possible or very expensive Once the tool is made, changes are not possible	Our tooling & production processes enable us to make a variety of changes to your emblem in the prototyping phase. Competitors must start from scratch..
Minimum Production Quantity	1 emblem	Totally uneconomical for small batches	We can cost effectively offer very small quantities for small runs, limited editions, and prototypes.
Color	Huge array of color options	Very limited options	We can give you lots of colors in your emblem and multiple color options in a single production run.
OEM Automotive Grade	DecoForm is in compliance with the most severe Automotive Norms	Competitors are in compliance with the most severe Automotive Norms	While both are outdoor durable, our other benefits make a big difference.
Final Cost	DecoForm permits the use of high-grade or less expensive materials to fit project demands	Same materials - no flexibility in pricing	When you're facing cost constraints, we can provide a less expensive option that still looks great.
Adhesives	DecoForm can be made with pressure sensitive or textile adhesive by using the same tooling	Only pressure sensitive adhesive can be used	With the same tooling, we can make an emblem for use on your product and an emblem for use on apparel items, giving you more options without extra cost.

See samples at dec-o-art.com



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Thickness	Very thin emblems can be produced. Thickness ranges from .025-.125 mil	Very thin emblems are not possible Thickness is .25-.35 mil	Our thinner emblems are more versatile and can be used on a larger variety of products.
Finished Emblem Flexibility	DecoForm emblems are flexible and the same emblem can be applied on both flat or curved surfaces	Competitors' emblems are mostly rigid	Our flexible emblems can be used on many types of products, even those that are rounded or made of fabric.
Softness	Final hardness can be changed by using different materials, without any change in the tooling	Only rigid. No variation possible	We can offer you rounded and flat options & soft and hard options, giving you a variety of looks for the same price.
Textures	Thin embossed textures are possible	Thin textures are not possible	We can provide beautifully textured surfaces on parts that competitors can't, giving you more design options.
Borders	Outer borders are clean DecoForm tooling is shaping, welding and cutting at the same time	Registry is totally dependent on laser cutting Adhesive is visible	Our emblems give you a cleaner, more finished look. There's no ugly line of adhesive around the edges attracting dirt.
Initial Productivity	Finished emblem comes out in a few seconds	First emblem comes out after: thermoforming, resin filling, adhesive lamination, laser cutting	Our simpler production process gives us better yields, enabling us to keep your costs lower.
Environmental Compliance	DecoForm is composed of polyurethane and/or PVC. Polyurethane construction is REACH compliant	Chemical reaction between isocyanate & poliol. Gives off isocyanates vapor emissions. Not REACH compliant	We offer a more environmentally friendly product that complies with European regulations as well as those of the U.S.

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