



# Nameplate, ID Plate, Label and Decal Substrate Guide

## Material Options for Product Identification



# YOUR BRAND – YOUR CHOICE

The way a brand is displayed is an important element in product design. No matter if your needs require a highly decorative badge or a basic tag providing operating instructions, each has its own objective.

Defining the right substrate for product identification takes an understanding of its end use environment and application.

Factors in choosing the substrate to satisfy branding needs vary from product to product. These include budget, design intent, life span, and regulatory requirements specific to the market for the product.

This resource provides an overview of standard substrate options for product identification. Other materials can be reviewed on a case by case scenario.

## ***Metal***

Aluminum

Brass

Stainless Steel

## ***Plastic***

Polycarbonate

Polyester

Vinyl

# METAL SUBSTRATES

Metal is a durable material suitable for product identification across all markets, especially products exposed to harsh environments. Cost varies depending on material type and thickness. A metal nameplate is expected to last the life of the product.

## **Material**

Aluminum

Brass

Stainless Steel

\*additional materials can be reviewed

## **Attachment Options**

Adhesive

Assembly to Molded Carrier

Custom Tooled Tabs or Notches

Pierced Holes for Rivets or Screws

## **Environment**

Indoor

Outdoor

## **Application**

Decorative Trim

Industrial ID Plates and Asset Tags

Information and Safety Plates

Nameplates and Badges



# ALUMINUM

## Advantages

- Chemical Resistant
- Durable
- Lightweight
- Malleable
  - Emboss
  - Form
  - Pierce
- Recyclable

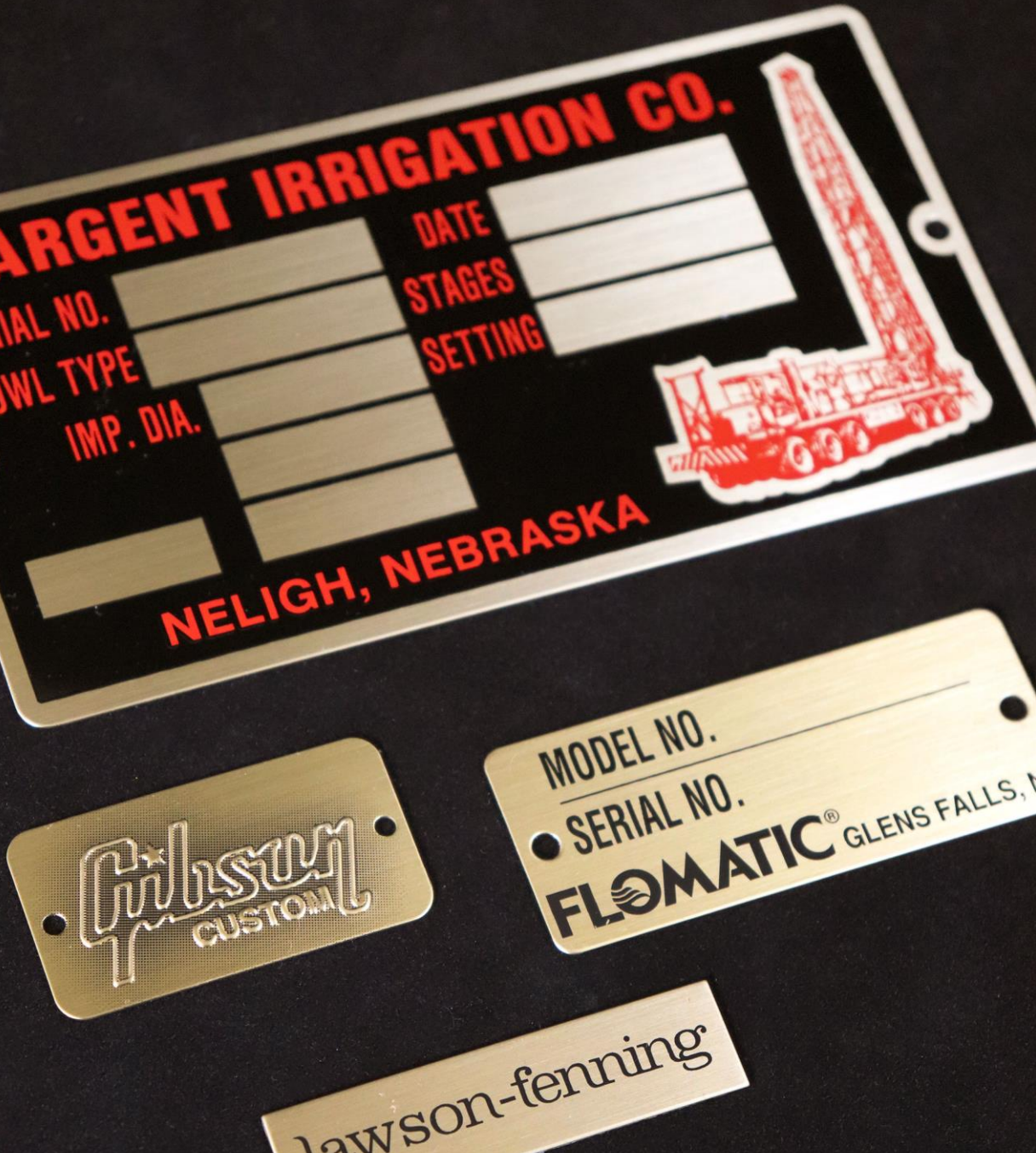
## Versatile Decorating Options

- Doming
- Screen Printing
- Serialization

## Thickness and Finish Options

- .002" Matte and Bright Foil
- .012"-.032" Mill Finish and Bright
- .012"-.063" Anodized
- .062"-.090" Mill Finish





# BRASS

## Advantages

- Durable
- Malleable
- Emboss
- Form
- Pierce
- Non-Sparking
- Natural Gold Color
- Salt Water Resistant

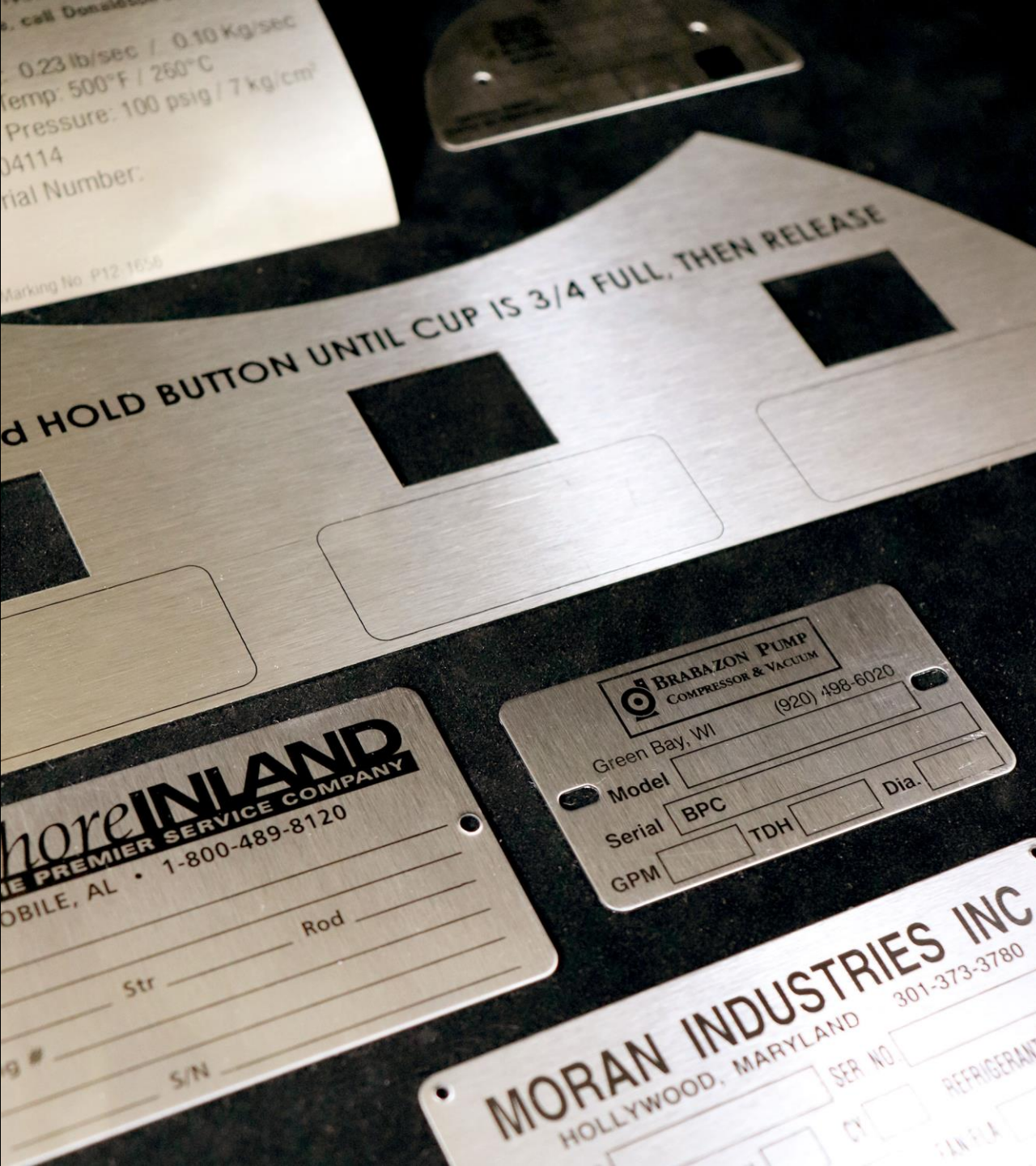
## Decorating Options

- Screen Printing
- Serialization

## Thickness and Finish Options

- .020" Brushed





# STAINLESS STEEL

## Advantages

- Corrosive Resistant
- Dent Resistant
- Durable
- Malleable
  - Emboss
  - Form
  - Pierce

## Decorating Options

- Screen Printing
- Serialization

## Thickness and Finish Options

.018"-.036" Brushed

# ***PLASTIC* SUBSTRATES**

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

## ***Material***

Polycarbonate  
Polyester  
Vinyl

\*additional materials can be reviewed

## ***Supply Options***

Individual Die Cut Parts  
Kit Assembly for Family Parts  
Strips of Parts

## ***Environment***

Indoor  
Outdoor

## ***Application***

Branding Decals and Labels  
Graphic Overlays and Panels  
Information and Safety Labels



# POLYCARBONATE

## Advantages

- Abrasion Resistant
- Durable
- Lightweight
- Sub-surface Printed

## Versatile Decorating Options

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

## Thickness and Finish Options

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





# POLYESTER

## Advantages

- Flexible
- Lightweight
- Tear Resistant

## Versatile Decorating Options

- Digital Printing
- Doming
- Embossing
- Screen Printing
- Variable Data Printing

## Thickness and Finish Options

- .002" White, Clear, Matte Silver, Brushed Silver, Bright Silver, Imprintable, Reflective
- .005" - .010" Clear



# VINYL

## Advantages

- Durable
- Easy Application
- Lightweight

## Versatile Decorating Options

- Digital Printing
- Doming
- Screen Printing
- Variable Data Printing

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

## Thickness and Finish Options

- .002" - .004" Standard
- .007" Static Cling
- .010" - .065" Rigid
- 17 oz. Scrimmed

# DIVERSE MATERIAL OPTIONS

From warning labels and ID plates to attention grabbing nameplates and overlays, all your product identification needs are met with diverse substrate options from a single source.

Your brand deserves careful consideration for the material used for product identification.

Versatility in decorating options for metal and plastic substrates gives you opportunity to design unique branding components integrated into your final product.

This resource has provided an overview of the types of materials available to ensure durable and long-lasting graphic solutions. Additional processes or material options may be available. Each project and application is subject to review and collaboration.

We look forward to working with you!



# 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.

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