

Identification graphics include nameplates, labels, and decals. Nameplates are traditionally made out of metals such as aluminum, stainless steel and brass. Labels and decals are generally manufactured using vinyls, polycarbonates and polyesters. All of these can be used for company name and logo identification, product warnings, and/or usage instructions.

So how do you decide between a metal nameplate and a lightweight label for your product identification? Many factors should be considered. What type of product is it going to be put on? What environmental conditions will it be exposed to? What is the expected lifetime? Vinyl labels and decals may be perfect for indoor applications with low-stress environments. For those needing the longest lasting and/or most durable identification graphics, metal nameplates can't be beat. It is important to discuss the details of your application with your Toronto Stamp Sales Representative. This will help ensure that you receive the right product at the most effective cost.

Aluminum

Nameplates and labels made from aluminum are a great value for a wide variety of applications. While durable and chemical resistant, it comes in a wide variety of thicknesses and finishes so that you get just the nameplate you need. Embossing and serialized numbering are easily accomplished with low tooling costs. Aluminum is also easily formed for manufacturing nameplates with curvatures or angles. Applying aluminum nameplates to your product can be done by riveting or with an adhesive. Refer to Document 1178 (Data Plate Adhesives) to select the proper adhesive for your application.

Stainless Steel

For the ultimate in durability and strength, stainless steel nameplates and warning labels get the job done. While your tooling investment will most likely be higher than aluminum, stainless steel tags hold up in corrosive industrial facilities and environments exposed to salt-water. Will your product be abused by construction workers or heavy equipment workers? Stainless steel nameplates resist denting and bending too. They can even be welded directly to your product for maximum adhesion. Serialized numbering is also a popular option for stainless steel tags.

Brass

Brass nameplates and serial number tags offer many of the same benefits of stainless steel. Brass however adds a mark of distinction to a product. There's just something about that "gold" look that really makes a product shine. Cabinet and other furniture producers often prefer the look of brass tags. This elegance does have a price however. Your tooling investment and material costs, as with stainless steel, is significantly more than aluminum due to the hardness of brass.

Vinyl

Vinyl product decals and warning labels are perhaps the most cost effective & economical method of producing identification graphics. And vinyl's wide variety of finishes and thickness ranges gives you plenty of options. Durability ranges from 2-7 years and is dependant on many factors including base material, ink systems and any overlaminates that may be used for maximum durability. Vinyl may tear however when stressed and is not as resistant to chemicals as other nameplate and label substrates.

Polyester

For organizations needing a lightweight product decal or warning label that is more durable and tear resistant than vinyl, polyester is a great option. Polyester won't shrink as it ages like some forms of vinyl may. Polyester labels are also chemical resistant so they work better in agricultural and industrial settings. And polyester decals work good for products that may be subject to high temperature extremes. Polyester labels can also have an overlaminate applied for maximum durability.

Polycarbonate

For superior performance capabilities, polycarbonate labels offer a great variety of features. Printing is actually done on the back side in a mirror-image format (just like clear polyester). That means chemicals and scratches that come in contact with the surface never even touch the ink system. Overlays and panels with touchpads and buttons are usually made out of polycarbonate material due its flexibility and strength. It also has a wide temperature range of minus 250°F to 250°F. Virtually any adhesive can be used with polycarbonate labels as well. So whether you have a highly textured or smooth surface, you'll be sure to have a label that lasts as long as your product.