

## Custom Labeling Services

There are many options available for the re-branding and custom labeling of Logic Supply's enclosures and systems. It is best to discuss the requirements with a technical sales associate to make sure that the case/system can be re-branded and/or labeled. Please contact us at 802 861 2300, option 1 to discuss your labeling requirements.

Customers can choose the following branding options:

1. Custom Painting
2. Custom Labels

A few items to take note of when deciding which branding method will work best:

- > Case color might effect the overall look of the branding method. If logo is dark in color, a black case will not be an ideal surface.
- > Some printed methods of branding, such as labels, can be printed onto translucent/transparent materials in order to offer a seamless look. If the case is black, a dark logo will not be ideal.
- > Note the size of the branding area and where that branding may be applied. Some spaces on the case/enclosure cannot be covered up because that would interfere with the proper operation of the system.
- > Please consider the environmental factors the case will be subjected to. For label application, the environment might be the determining factor for which adhesive may be used.
- > For branding that requires custom paint, it is best to choose an enclosure that has removable parts (e.g., faceplate). Because some of these processes require extreme high temperatures, all hardware components must be removed from the enclosure. There will be an additional charge for removing and re-installing DC boards, cables, etc. (See Logic Supply's Design Costs and Fees on page 4.)
- > Number of units to be branded. Customers are responsible for the cost of shipping items to and from our branding facilities. Labels are much more cost effective.

## Available Painting Processes

Below is a list of some of the available painting processes for changing the color of a case/enclosure or for applying a logo and graphics directly to the case's surface. Some of the painting processes might not be compatible with all of our cases. Please contact a technical sales associate to determine which painting process will work best for your project.

1. Powder Coating
2. Catalyzed Liquid Paint
3. Silk Screen
4. Pad Printing

**Powder Coating:** Can only be done in one solid color. Not recommended for painting on anodized surfaces. Powder coatings provide a wide range of performance properties, offering excellent resistance to corrosion, heat, fading, and impact abrasion. They are available in a wide range of colors, glosses, and textures. The most common powder varieties are:

- > Polyester
- > Epoxy
- > Polyurethane
- > Hybrid

Power coating is more economical for large runs, but requires a large volume purchase for custom colors (non-stock paints). The process provides a durable finish, helps conceal surface imperfections, and is environmentally friendly.

Pricing: Determined by project.

**Catalyzed Liquid Coating:** Can only be done in one solid color. This is recommended for painting over anodized surfaces.

This process provides superior coverage on inside corners and hard to reach places, but is more expensive per unit. Custom color matching is available in smaller quantities. Finish is smooth and uniform, but is slightly less durable than powder coating.

Pricing: Determined by project.

**Silk Screening or Pad Printing:** This process is less expensive than the two listed above. All that is required is a clean surface. Paint is catalyzed and air-dried. Multiple colors can be used and logos and or graphics can be applied.

Pricing: Determined by project.

**For all painting processes, customer is responsible for all shipping costs to and from the printing/painting facilities. The minimum order quantity (MOQ) will be determined per order per requirements.**

## Available Label Styles

Below is a list of some of the available label styles for applying a logo and graphics to a case or system. Some of the labeling styles might not be compatible with all of our cases. Please contact a technical sales associate to determine which painting process will work best for your case.

1. Flexographic Printing
2. Four-Color Process Printing
3. Thermal Transfer Printing
4. Screen Printing
5. Hot Stamp Printing

**Flexographic Printing:** Cost effective process that allows for up to eight colors including a UV varnish, large selection of sizes and shapes, two-sided printing, and laminating. (MOQ 500)

**Four-Color Process Printing:** Four-Color Process labels with UV varnish and high resolution capability. Good for labels that have multiple-colored logos (i.e., logos with gradients). (MOQ 1,000)

**Thermal Transfer Printing:** Most commonly used for bar code labels and labels with variable information (On Demand Printing). Suitable for printing samples in small quantities in a very short period of time (e.g., 2-3 days). (MOQ 100)

**Screen Printing:** Most durable form of label printing that is suitable for harsh environments. Can be printed up to eight colors and in larger sizes. (MOQ 125)

**Hot Stamp Printing:** Decorative style of printing. One- or two-color hot stamps and blind embossed labels. Suitable for logos and graphics that are not too detailed.

**For labels, customer is responsible for all shipping costs to and from the printing facilities.**

## Logic Supply's Design Costs & Fees

The following is a list of the design and consulting services Logic Supply provides and the fees involved:

1. **Label design and layout.** We use the following programs: Adobe Illustrator or Adobe Photoshop. We prefer that customers already have a prepared logo and brand guidelines.

Hourly fee: \$75.

2. **File conversions.** If you have a logo that has not been designed in one of the above programs and simply want that logo made into a label, Logic Supply can convert the file. If you require modifications and/or adjustments to the logo or any text additions, Logic Supply can also accommodate these requests.

Hourly fee: \$75.

3. **Art handling fee.** This fee covers the costs of file transfers to and from the printing/painting facilities along with proofing and finalizing of the project.

Hourly fee: \$75.

4. **Label application fee (only applies to cases and systems with custom labeling).** This fee is bundled into the cost of the Build & Test and includes the storage and application of the individual labels.

Fee: determined by number of labels and the complexity of the label application.

5. **Hardware engineering (only applies to cases and systems that are custom painted).** This fee is bundled into the cost of the Build & Test and includes and custom assembly or disassembly that is required for the painting process.

Fee: determined by the complexity of the assembly/disassembly and the number of units.

6. **Art setup fee.** Our branding facilities charge a one-time art setup fee. We recommend placing large orders so you can avoid repeat set up fees. Art set up fees can vary depending on what is involved.

## Art Requirements

When placing an order for custom branding, please have the following made available:

1. Print-ready, pre-designed logo and/or color scheme.
2. A Pantone Matching System (PMS) color (4-color process or spot) for the logo and text (if any). This color should be appropriate to the surface of the label and/or finish of the paint. If you don't have a PMS color, we can select the closest match.
3. Files should be saved with any of these extensions: .ai, .psd, .jpg, .eps, .gif, .png, .pdf, or .tif
4. Vector-based files (.eps) are highly recommended for labels and silk screen painting. Vector-based files are required for non four-color process labels.
5. If using Adobe Creative Suite (CS3) or higher, be sure to make the document backward compatible to Adobe CS2.