

# NEW AND IMPROVED NAMEPLATES



**CLIENT:** EVINRUDE OUTBOARD MOTORS

**INDUSTRY:** MARINE

**PROCESS:** THERMOFORMING - DOMING

**SOLUTION:** BADGE

## OBJECTIVE

Develop branded model nameplates with a high end finish and a realistic metal look.

## CHALLENGE

A leading manufacturer of outboard engines needed an updated look for a line of branded badges used to identify models within one of their series. The biggest challenge was to strike a balance between esthetics and cost. We needed to develop parts that had dimension and a bright finish, but that kept tooling costs as low as possible. In addition, the parts needed to adhere to a curved surface.

## SOLUTION

To keep tooling costs down, BCH Image's team combined processes and materials. One of the nameplates featured the use of selective doming on aluminum, thereby creating depth and an attractive visual effect. For the other nameplate, we used our thermoforming solution on a chrome material to create realistic chrome letters. Foam tape was used on both projects to ensure good adhesion on curved surfaces.

By combining multiple materials and working with different processes, BCH Image was able to develop two formed nameplates with a high end look and a quality metal look finish.