

# NAMEPLATES WITH EMBOSSING, PATTERNS AND TEXTURES



**CLIENT:** HARRIS

**INDUSTRY:** MARINE

**PROCESS:** TEXTURED PATTERN - EMBOSSING

**SOLUTION:** DECORATIVE ACCENT

## OBJECTIVE

Update the look of an existing part and adding the logo and visual depth to it.

## CHALLENGE

The manufacturer of a line of luxury pontoon boats wanted a fresh, new look for an existing part that would incorporate the model logo. Our main challenge was to combine different visual effects to the parts because the design team wanted to incorporate embossing and different finishes to their new parts. They wanted a combination of matte and glossy finishes. We also had to deal with the fact that the boat's floor was uneven and that the parts would have to withstand foot traffic.

## SOLUTION

To improve the overall appearance of the product, BCH Image suggested adding an aluminum logo with embossing to create a new modern look that was very different from their previous logo. We created a classy design that met the clients' high-end expectations. We created a unique effect using a brushed and embossed aluminum.

In conclusion, BCH Image gave a fresh new look to their product while providing elegance and durability that will last for years to come.