

A NEW BADGE TO BETTER HIGHLIGHT THE BRAND



CLIENT: MOBILICAB

INDUSTRY: GOLF CARTS

PROCESS: DOMING

SOLUTION: BADGE

OBJECTIVE

Develop a better badge to represent the product and the brand.

CHALLENGE

The main challenge was to come up with an automotive grade badge while keeping costs as low as possible. In addition, the badge had to feature different colours and finishes, as well as more depth and dimension.

SOLUTION

To achieve the desired look and finish, BCH had to develop a solution that incorporated different materials and processes. With its screen printing process, BCH Image was able to create a nice distinct pattern and create a chrome effect in targeted areas. Then, to add depth, a selective doming process was applied on the chrome border. Using both its screen printing and doming expertise, BCH Image was able to develop a distinctive badge that gives this golf cart a new look.