

ENHANCING A POOL HEAT PUMP



CLIENT: THERMEAU

INDUSTRY: INDUSTRIAL

PROCESS: EMBOSSING

SOLUTION: BADGE

OBJECTIVE

Modern badge that represents reliability and durability.

CHALLENGE

Thermeau is a leading manufacturer of high-performance commercial and residential pool heating systems. This client definitely knew what type of logo and look they wanted: they desired a modern look made of aluminum to highlight their heating systems. Thermeau wanted their logo to represent their outstanding reliability and durability, because it is specifically what they are known for. Our main challenge was to develop a product that would answer the client's expectations while also being certain that our product would resist to any kind of chemical that could come into contact with it.

SOLUTION

Thanks to our wide variety of custom products, we provided Thermeau with a high-quality 12 mil embossed aluminum badge, to which we added vibrant colors for a unique look that really stands out. All the while meeting the client's specifications and achieving the desired look. BCH Image was able to develop a badge that looks good, while also being resistant, which is exactly what Thermeau wanted.