

# A NEW DURABLE EMBLEM



**CLIENT:** EXCALIBUR CROSSBOW

**INDUSTRY:** INDUSTRIAL

**PROCESS:** DOMING

**SOLUTION:** BADGE

## OBJECTIVE

Durable emblem for crossbow hunting.

## CHALLENGE

Our client's priority was a durable and tough emblem for their high-quality hunting crossbows. They wanted a reliable product that would last for many years to come. The client also requested an emblem that would at no time prevent the smooth functioning of their crossbows. The decal would also require a very aggressive adhesive to remain in place as the crossbows may endure rough handling.

## SOLUTION

The BCH Image team quickly realized that the best product for the job was our domed decal. Created 30 years ago, this product has stood the test of time! Over the years, we also have developed special adhesives for more specific applications. BCH Image provided an adhesive that was well suited for the job. We knew the dome could live up to our client's products' names, such as Assassin, Matrix and Bulldog!