

NEW HIGH-END BADGE



CLIENT: NJM PACKAGING

INDUSTRY: INDUSTRIAL

PROCESS: FLAT

SOLUTION: BADGE

OBJECTIVE

Sleek logo that stands out on stainless steel.

CHALLENGE

With a century of packaging under their belt, this was one big challenge. NJM is an industry-leading equipment manufacturer of automated packaging systems. Most of their equipment is made of stainless steel. Our client wanted a well-groomed and neatly tailored logo. They were asking for a sleek look that would stand out on stainless steel equipment while blending in with the wide variety of packaging machinery they offer.

SOLUTION

Our in-house design team quickly went to work on several proposals for our client. BCH Image has a broad range of materials to choose from, therefore, we designed a scheme that combined two products: we paired our brushed mylar with our clear textured polycarbonate. Our client viewed the proposals and was thrilled that we thought of combining two materials to create the polished look they so desired!