



CLIENT: FARBER SPECIALTY VEHICLES

INDUSTRY: VR, BUS & TRUCK

PROCESS: TEXTURED PATTERN

SOLUTION: BADGE

OBJECTIVE

Provide a heavy cast type logo like they used to make years ago.

CHALLENGE

The Farber name has been associated with the automotive industry since 1920. They design and build custom specialty vehicles. A company with a century of automotive knowledge came to BCH Image looking for a heavy cast type logo like they used to make years ago: they wanted the quality found in past times. They were currently using a thin plastic logo which did not well represent the company's image. With our wide range of products and custom solutions, we provided our client with a broad selection.

SOLUTION

We are always looking for the next challenge. Our dedicated team, which has a combined experience of more than 35 years, took part in a brainstorm meeting to ultimately recommend the perfect product to our client. BCH Image suggested a 125-mil aluminum plate with Farber's logo on the heavy cast part along with a discreet texture to enhance the overall look. Proposals were submitted to our customer for review. Once again, we offered top quality, custom design and quick response time. We are proud to help contribute to the success of our client and are always delighted to see a satisfied customer!