

HIGH-END BADGE FOR ELECTRIC INDUSTRIAL VEHICLES



CLIENT: MOTREC INTERNATIONAL

INDUSTRY: ELECTRIC INDUSTRIAL VEHICLES

PROCESS: LP FORMING

SOLUTION: BADGE

OBJECTIVE

Develop a logo with individual letters that will be resistant & tasteful for a better fit with customer's vehicle.

CHALLENGE

Motrec is a manufacturer that builds incredibly robust, durable and reliable electric industrial vehicles. These vehicles are helping move people and materials as safely and efficiently as possible. Our client came to us looking for an industrial badge with a superior finish for a high end look!! They wanted more of an Automotive look to fit their electric vehicles and most importantly, they wanted something NEW and unique.

SOLUTION

Devoted to providing the best new technologies, BCH recently acquired a badging manufacturing equipment. We are excited to be amongst the first in North America with this technology. Our devoted team quickly realized that this technology would be the perfect fit for this project. A modern industrial look for this striking badge that will stand out on all our clients' electric vehicles. Our New technology is a welcome addition to our current product line and provides more defined details, infinite color options, crisp edges and a higher-end look!!