



OEM Durable Labels

CASE STUDY



Say Goodbye *to the Die*: Get Digital Durable OEM Graphics – at a Fraction of the Cost of Screen Printing

Like many durable OEM graphics, producing long-lasting graphics for carwash locations can require very complicated print production.

This client, a self-service car wash equipment manufacturer, came to SWBP because he was unhappy with the product he was getting from his existing provider and sought to move away from high-start up screen printing to digital printing, which is more cost effective for the small batches he requires. We started from scratch, selecting a Lexan/polycarbonate .020 material and direct printing on the reverse side using a color layer followed by two white layers. We also identified a self adhesive ideal for application to stainless steel equipment. SWBP produced all the art with variable components for localization, fingerprinting the parts for 50 different types of field equipment and supplying the variable data for kits to localize pricing, which was easy to handle with our digital print-to-cut capability. The result was a set of digital durable graphics that are tough, user-installable, and graffiti proof, engineered for durable use from the adhesive up. The client particularly loved how competitive the pricing was compared to screen printing with dies that cost \$350 each time.