

FOR IMMEDIATE RELEASE

Horizons Imaging Systems Group (ISG) Introduces the Certified Metalphoto® Converter Program

The Program Recognizes Top Metalphoto Converters Who Complete Assessment, Implement Processes to Improve Product Quality and Application Knowledge

Cleveland, Ohio, USA, Monday, August 28, 2015 – Horizons Imaging Systems Group (ISG), the makers of [Metalphoto® photosensitive anodized aluminum](#), is launching a new Certified Metalphoto Converter program. The program is available to the top Metalphoto converters – this includes all GPI members who currently process Metalphoto.

Certified Converter status means that the converter has completed a process assessment, received recommendations and begun implementing new processes to improve product quality and expand application expertise for Metalphoto.

Certified Converters receive the following benefits:

- ❖ Sales training regarding Metalphoto’s features, benefits and specifications to which the material is certified.
- ❖ Access to a library of selling tools, including customizable sell sheets, case studies, videos and product sample images.
- ❖ A certification press release and a “Certified Converter” emblem for their website.
- ❖ Process improvement recommendations that increase product quality and throughput.



According to Scott Lehner, Director of Converter Sales, “the Metalphoto Converter Certification sends a clear message to OEMs and government organizations as to which suppliers are the best source for outstanding product quality and service.” Certified Converters understand when Metalphoto is appropriate for a specific application and can help organizations write Metalphoto into their specifications.

Metalphoto is one of the most durable identification materials available. Metalphoto is converted into barcode labels, nameplates/data plates, placards, maintenance schematics, machine control panels and other identification items by more than 500 companies around the world. The largest and most advanced converters are eligible to apply for certification.

About Metalphoto®:

For over 65 years, industrial and military engineers have specified Metalphoto® photosensitive anodized aluminum in applications where permanent product identification is critical. Metalphoto’s durability comes from its photographic image which is sealed *inside* of the anodized aluminum, providing resistance to corrosion, sunlight degradation, abrasion, extreme temperatures and chemical exposure. Metalphoto’s low set-up, photographic imaging process allows converters to create customized, item-unique graphics – offering the combined benefits of longevity and item-by-item customization / serialization.

Available from 0.003” to 0.125” thick, Metalphoto can be used for a wide variety of applications including barcode labels, nameplates/rating plates, maintenance schematics, machine control panels and signage. Metalphoto can be purchased from global network of approved converters. For more information, visit www.metalphoto.com.