Road Show 2016

metalphoto®

Nameplates / Barcode Labels
Service Diagrams / Schematics
Machine Control Panels
Agenda

- Why We’re Here (purpose)
- What is Metalphoto®?
- Why use Metalphoto®?
- When to use Metalphoto®?
- Selling Tools You Can Use!
- Questions / Discussion
Why We’re Here?

- You achieved Certified Converter Status
- Metalphoto is unique/one-of-a-kind material with unique/one-of-a-kind benefits
- Together we can grow Metalphoto sales
- But we need your help...think supply chain...
Metalphoto History/Overview

- Developed in 1950 = 65 year history.
- Converted by over 500 companies worldwide.
- Metalphoto® is known generically as photosensitive anodized aluminum.
- Used to make durable, high-resolution nameplates, labels, and control panels.
- Cornerstone applications include aerospace, marine, barcode, transportation and heavy equipment product/process identification.
- Tagline: Trusted Where Permanent Identification is Critical.
- [https://en.wikipedia.org/wiki/Photosensitive_Anodized_Aluminum](https://en.wikipedia.org/wiki/Photosensitive_Anodized_Aluminum)
Why Use Metalphoto?

- Metalphoto is unique among graphic identification materials because it combines the benefits of durability, image resolution and variable data capability.

- **DURABILITY**
  - anodic layer: the glass-clear, sapphire-hard anodized layer resists chemicals, paint, abrasion and dirt.
  - sealed image: black graphics are metallic silver particles that hold up to extreme heat and sunlight exposure.
  - aluminum layer: the rigid aluminum base will not peel, crack or delaminate.

- **VARIABLE INFO**

- **IMAGE RESOLUTION**
Metalphoto’s durability comes from its image – which is sealed inside of the anodized aluminum, providing corrosion, sunlight, abrasion, temperature and chemical resistance.

More top scores than any other label material tested by the U.S. Navy (NSWC, Corona Division, IUID Center; August 2011).
Variable Data Capability Means...

- Automated asset tracking, guaranteed traceability, fewer data entry errors and faster processing.
- Metalphoto’s ability to create hundreds, thousands, even millions of unique labels or nameplates is a function of its unique imaging process.
- The benefit of this process is that Metalphoto labels and nameplates can contain “item-unique” serialized data, one of a kind instructions and/or barcodes of any symbology.
Photographic Resolution Means...

- Beyond the aesthetic benefits of photographic resolution, Metalphoto’s photographic resolution capability can be used to produce small, high-resolution labels to identify small items or surfaces where a large label is not feasible.

- Metalphoto’s resolution supports security printing features such as micro-print and watermarks that verify the authenticity of a part, protecting against fraud and counterfeiting.

- The Metalphoto image can achieve extremely small sizes – 0.5 point font and images at a resolution of 2540 DPI, dots per inch.
Proven Performance Means...

Because of its ability to perform within and across a range of challenging environments, Metalphoto meets an array of government, industrial and military specifications where permanent product identification is critical.

**Unique Item Identification Specifications**
- Lockheed Martin: LMA-PN010 Fabrication of UID Nameplates for Aircraft Items

**Industry Specifications & Studies**
- BF Goodrich Aerospace
- Boeing Commercial Aircraft Company
- Honeywell, Inc.
- SAE

**U.S. Government Specifications**
- Federal Specification GGP-455B
- MIL-A-8625F
- MIL-DTL-15024F
- MIL-STD-130N
- MIL-P-19834B
- CARDIVNSWC-TR-62-00-05 June 2000
- Space Station Inventory Label Specification - SSP 50007
- A-A-50271 Class 2- Composition C
When To Recommend Metalphoto?

- **By condition/environment**: 20yrs+ life expectancy; high heat, abrasion, chemical, marine/saltwater exposure...
- **By graphic requirement**: durability and variable data in the form of barcodes, QR codes and/or item unique instructions/data or security printing/anti-counterfeit.
- **By application**: military, aerospace, marine, transportation, heavy equipment, etc.
- **By combination of any of the above**...
Technical Specifications

**MATERIAL:** Anodized Aluminum Sheets

**SIZES:** 10" x 12", 12" x 20", 20" x 24", 20" x 40", 24" x 40"

**THICKNESSES:** .003", .005", .008", .012", .020", .032", .039", .063", .090", .125"

**FINISHES:**

- **M A T T E** non-reflective with dull finish
- **S A T I N** semi-gloss medium reflective material
- **# 4** brushed to resemble a stainless steel finish
- **G L O S S** highly reflective, mirror-like

More @ [http://metalphoto.com/#resources](http://metalphoto.com/#resources)
Questions?

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**metalphoto®**

Cross-section

- **anodic layer**  
  the glass-clear, sapphire-hard anodized layer resists chemicals, paint, abrasion and dirt.

- **sealed image**  
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- **aluminum layer**  
  the rigid aluminum base will not peel, crack or delaminate.