VISUAL MARKING SYSTEMS

HIGH-PERFORMANCE
without the high cost

How VMS's Innovative Material Solution Reduced Lincoln Electric's Costs by 30%

CHALLENGE

The Lincoln Electric Company, a worldwide manufacturer of industrial and consumer welders and equipment, faced issues with their metal nameplates: high costs and corrosion from exposure to saltwater. They needed a cost-effective solution that would still perform well in harsh welding environments while maintaining the high-quality its customers had come to expect.

SOLUTION

The answer was polycarbonate! Our design engineers worked with Lincoln Electric to choose the correct gauge and finish of polycarbonate material. They needed a functional material that would also convey the corporate brand across Lincoln Electric's entire line of welding equipment for both the consumer and industrial markets.

The polycarbonate material was tested for both weld sparking and saltwater corrosion, and the material passed with flying colors! It was also determined that the 45-degree bending capabilities of the polycarbonate graphic overlay and adhesive application allowed for easier access to the equipment for repairs.

RESULTS

The transition to polycarbonate reduced production costs for Lincoln Electric's graphics by 30%. The new material also provided design flexibility, including transparent inks for LCD displays and a variety of finishes and colors. This change not only improved the product's appearance but also maintained brand consistency in line with their guidelines. Additionally, using polycarbonate eliminated the need for metal fasteners, cutting costs and simplifying the manufacturing process. Overall, the new solution enhanced performance, durability, and cost-efficiency.

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