

From tracking service information on copiers to laboratory equipment in a hospital, the tracking opportunities for our subsurface printed labels are endless. And because they are manufactured by a company known for their product quality you know they will last. Read what some of our customers are saying and then give us a call and discover for yourself the Metalcraft Difference.

*Metalcraft products provided an effective and beneficial way to inventory a massive amount of supplies and equipment.*

Diane Dixon, Regional Emergency Response and Recovery  
Assistant Coordinator  
Eastern Regional Advisory Committee (ERAC)

*We use Metalcraft sequenced ID tags on all our copiers in the field. That ID number is used to track service and sales history – and is an integral part of our database. Couldn't live without it!*

Ramona Owen, Office Manager  
First Choice Business Equipment

*Solved a long time problem with an attractive, functional bar code label for our equipment. We didn't realize how easy it was to develop a working product for us.*

Michael DeRosa  
Ocean County Information Technology

*We service 33 schools and your products have helped our staff put together and maintain an inventory for each of our specialized departments.*

Diane Wilson, Purchasing Clerk  
Alamance Burlington School District

*The labels we received are perfect. They are well received by our clients to help track inventory. I particularly like the abrasion resistance quality allowing our clients to put them on instrument cases in case they are lost.*

Garret Traylor, President  
High Point Piano and Music

For more information on any of the products listed here or any of our other products, please contact Metalcraft's Customer Service Department at 1-800-437-5283 or visit [www.idplate.com](http://www.idplate.com)

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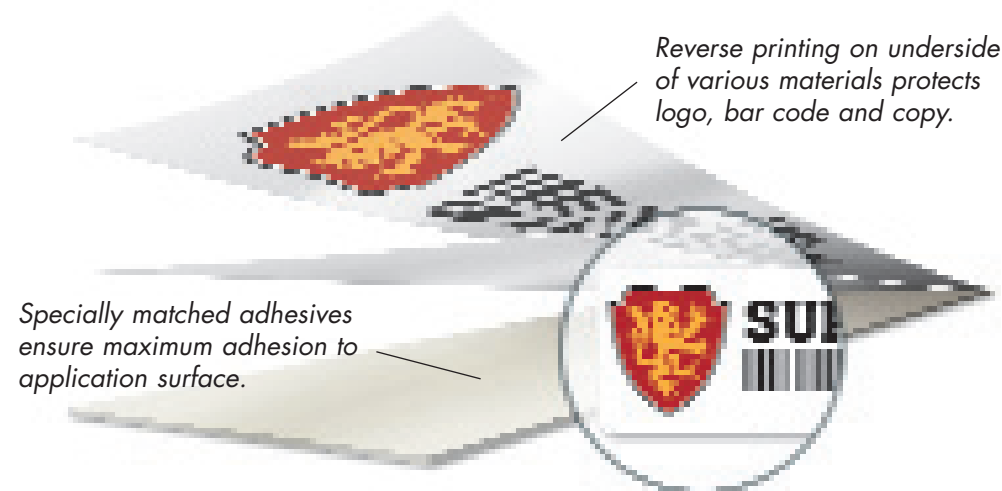
# SUBSURFACE PRINTED LABELS



Durable by design, Metalcraft's Subsurface Printed Labels are flexible enough to wrap around a computer cable, yet sturdy enough to use on plastic pallets going in and out of distribution centers.

# Subsurface Printed Labels – Great Looking and Even Better Protection

Just what makes Metalcraft's Subsurface Printed Labels superior to standard labels? This unique printing process protects the bar code/numbers, logos, designs and copy from chemicals, cleaning, abrasion and elevated temperatures by reverse printing on the underside of the material. Reverse printing the image allows it to be right reading once applied to the mounting surface. Plus – subsurface printing doesn't require a laminate – eliminating the additional cost of a laminate as well as the potential for delamination.



In addition to subsurface printing, Metalcraft's digital printing process shows off even the most detailed logos, type and artwork especially when combined with four-color process, standard colors, and PMS spot colors. All of the products shown in this brochure can be printed with or without a bar code – creating even more potential applications for these revolutionary products.

## Subsurface Printed Product Line

- "CRAFTMARK" Polyester Bar Code/Non Bar Code Labels
- Premium "STYLEMARK" Bar Code/Non Bar Code Labels
- Premium Polyester Bar Code/Non Bar Code Labels
- "VALUMARK" Bar Code/Non Bar Code Labels
- Polyester Container Bar Code Labels
- Cable Labels



## "CRAFTMARK" Polyester Bar Code Labels

Need a top-of-the-line label? "CRAFTMARK" Polyester Bar Code Labels can't be beat. Printed using our thickest polyester and a .0035" thick adhesive, these labels can outperform any standard polyester labels – and with an unlimited color palette they will look better doing it. "CRAFTMARK" Labels provide excellent resistance to solvents, caustics, acids and moderate abrasion.

## Premium "STYLEMARK" Labels

Made from a flexible polycarbonate material with a textured, non-reflective finish, Premium "STYLEMARK" Labels look great and work even better. Subsurface printing combined with the polycarbonate material makes these labels extremely resistant to abrasion. In addition, Premium "STYLEMARK" Labels provide excellent resistance to caustics and acids.



## Premium Polyester Bar Code Labels

Metalcraft's Premium Polyester Bar Code Labels provide the flexibility and functionality you need in a basic polyester bar code label. Designed for a variety of applications, the versatile polyester is pliable enough to conform to curved surfaces and durable enough to resist caustics, solvents and mild abrasion. The .002" thick adhesive provides excellent adhesion to uneven or slightly oily surfaces.

## "VALUMARK" Labels

Ideal for indoor asset tracking, Metalcraft "VALUMARK" Labels are an effective and affordable identification solution. The .002" thick adhesive provides excellent adhesion to hard-to-adhere-to plastic surfaces. The polypropylene material is naturally receptive to thermal transfer printing for possible onsite printing applications and easily conforms to uneven or curved surfaces.

## Polyester Container Bar Code Labels

Ensure the proper tracking and return of your reusable containers with a product that was specifically designed for that application. Metalcraft Polyester Container Bar Code Labels are made of durable, pliable polyester – ideal for curved drum surfaces – with an adhesive specifically formulated for polyethylene or polypropylene reusable containers. Container Labels also resist solvents, caustics, acids and moderate abrasion.



## Cable Labels

Metalcraft's Cable Label simplifies the task of marking cables by providing subsurface printing on one end with the clear part of the label wrapping around the pre-imaged information to provide additional protection. The polypropylene construction allows the label to conform to a tight radius without unwinding. An onsite printing option is also available.

