



PERMANENT GRAPHICS FOR PLASTIC, BRILLIANT

Nordic ARM - Helsinki 4-5/2/2020



PERMANENT GRAPHICS FOR PLASTIC, BRILLIANT

'How to brand plastics with confidence'

Nordic ARM - Helsinki 4-5/2/2020

In 20 mins I will try to...

- **Explain why good product branding is important**
- **Show what poor branding looks like**
- **Demonstrate 'How to brand with confidence'**
- **Provide a clear path for implementing your branding**

PSI is all about brand...

It in our blood, made by roto-moulders for roto-moulders

We add value and make great parts exceptional through....

- **INMOULD & POSTMOULD graphics**
- **Barcode & RFID tracking systems**
- **Permanent Paint finishes**
- **Short runs, delivered with 10 days**



Why brand is important...



- “A **brand is a voice** and a product is a souvenir.”
- Wraps up **customer experience**
- It’s the **consistency** of everything you do
- Provides **POP** in an otherwise crowded market
- Adds **strength** to your promise
- **Sets you apart**, don’t risk mediocracy
- No brand = potential for **missed sales**



What poor brand looks like...

- Fact - **nothing sticks** to plastic
- The cost of **lost reputation** is unfathomable
- Assumption. Poor brand = **poor craftsmanship**



How to brand with confidence...

Marine & Whitewater



Commercial & Residential



How to brand with confidence...

Agriculture



Street & Cityscape



How to brand with confidence...

Sport & Fitness



How to brand with confidence...

INMOULD after 20 years...



How to brand with confidence...

INMOULD – in the mould permanent branding

Graphic Application Type 5b: INMOULD with **Etac**
X-TREME™ PEEL OFF ADHESIVE SYSTEM



T5-6-16

General application

- Pre cleaning of mould
- Alignment onto mould
- Adhesion onto mould
- Post cleaning of mould & graphic (Types 1 & 2)



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How to brand with confidence...

INMOULD – in the mould permanent branding

ZEDDY case-study courtesy of GYRO Plastics



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How to brand with confidence...

INMOULD – in the mould permanent

ZEDDY case-study courtesy of GYRO Plastics



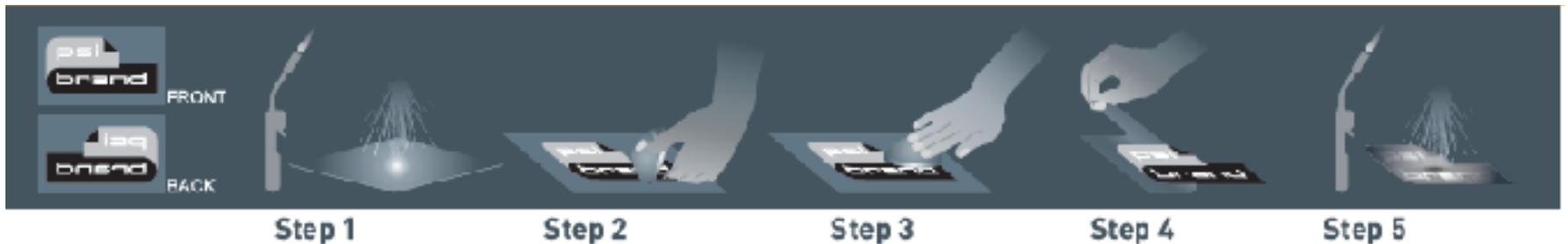
How to brand with confidence...

POSTMOULD – on the moulding permanent branding

Heat-transfer or Hi-Tack self-adhesive

General application

- Pre flame of product surface
- Alignment onto product
- Adhesion by heat-transfer
- Post flame



How to brand with confidence...



So here's how can we 'copy & paste' globally

- Become **PSI Certified** online
- Submit video to become **PSI Approved**
- **PSI Masterclass** for excellence



Register interest at <https://psibrand.com/get-certified/>

How to brand with confidence...

PSI Paint – permanent paint for plastics

- Water-based which means easy mixing and wash-up
- Non-hazardous which means no special storage requirements
- Dispersable dye system which penetrates the plastic surface layer
- Supplied in bulk 5L containers to minimise waste



How to brand with confidence...

PSID™ – RFID for plastics





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How to brand with confidence...

PSID™ – RFID for plastics

PSID™ benefits include:

- Ability to identify products
- Easy monitoring of items with expiration dates
- Greater visibility into the supply chain
- Less business revenue lost to theft or inaccurate accounting of goods
- Increased civilian security through better cargo monitoring at ports

How to brand with confidence...

PSID™ – RFID for plastics

Why is PSID™ better than a barcode?

- Line-of-sight reading not required
- Greater depth of serialization
- Many tags may be read simultaneously
- Ability to update and protect information such as date of manufacture, service history etc
- Unique serial numbers make product authentication possible
- Permanently moulded into plastic parts with your chosen design

How to brand with confidence...

PSID™ – RFID for plastics

rfid garbage collection

Tutti Immagini Notizie

Circa 3.080.000 risultati (0.43 secondi)

[www.hidglobal.com > IDT > Animal I](#)
RFID Waste Management –

HID Global RFID tags help municipal data collection speed and integrity. ena

[www.waste360.com > fleets-technol](#)
How RFID Technology is Ev

4 ott 2017 - According to industry officia way to track containers and ... TAGS: C

[www.researchgate.net > publication](#)
(PDF) RFID based solid wa

10 ago 2016 - The paper proposes an monitoring system using RFID, GPS, G

[jet-marking.com > RFID > Traduci](#)
RFID and Its Revolutionizin

6 glu 2016 - What Was: Pay-as-You-Th attached to the recycling containers kept

rfid fuel

[www.rfidinc.com > applications > fuel](#)

RFID Fleet Fuel Managemer

RFID, Inc. manufactures tags and reader trucks and for fuel dispensers. Contact u

[www.oilpetrosmart.com > easy-fuel-p](#)

Automated RFID Vehicle Ide

PetroSmart's scalable automated fuel m amount of the right type of fuel is disper

[www.rfidjournal.com > articles > view](#)

HID Global Offers RFID-ena

18 mag 2016 - The company's identiFUE readers on fuel nozzles, and controller u

[www.agg-net.com > transport-distrib](#)

RFID Fuel Management – F

By Kevin Taylor, Liquid Management Sol identification systems without even being

rfid tanks

[www.researchgate.net > publication > 32012898... - Traduci questa pagina](#)

(PDF) The Application of RFID System in Water Level Monitoring

5 ott 2017 - Results from the experiments show that Radio Frequency Identification (RFID) technology has the potential to be used in monitoring the tank ...

[www.corerfid.com > ... > RFID in Distribution > Traduci questa pagina](#)

RFID Tank Inspection System: Improve safety & Efficiency ...

Learn how an RFID Tank Inspection System contributes to site safety and helps manage operations in line with pollution prevention and control regulations.

Immagini relative a rfid tanks



→ [Altre immagini per rfid tanks](#)

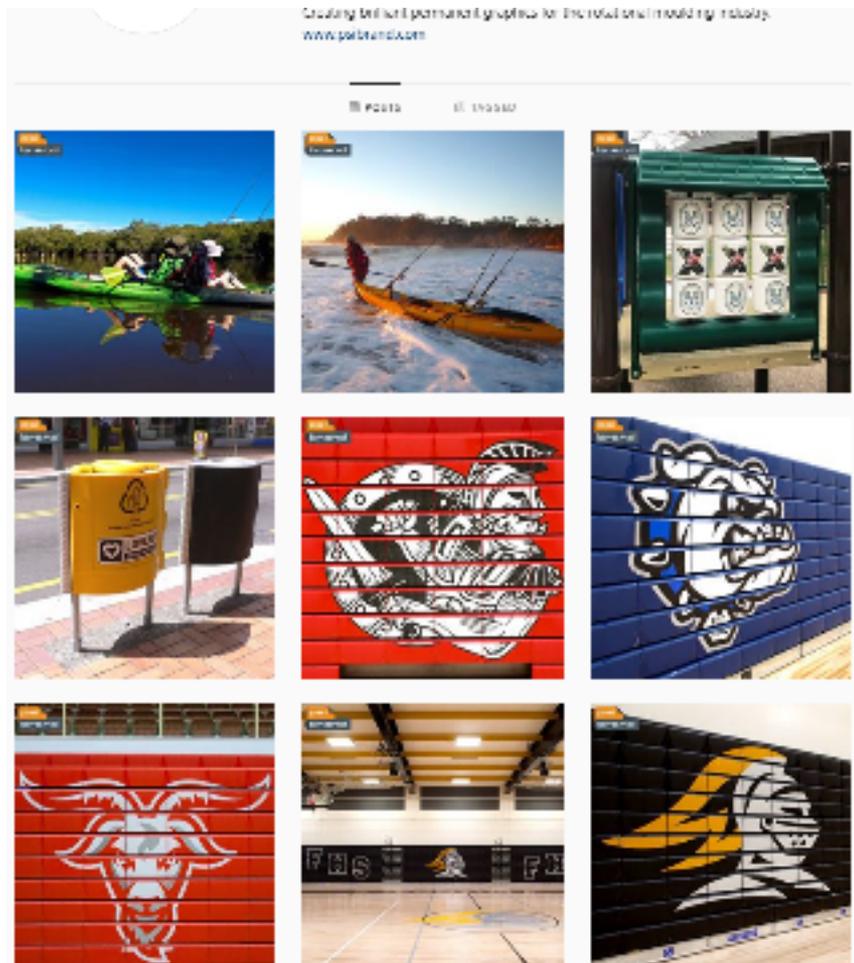
Segnala immagini non appropriate

Conclusion & takeaway points

- To be or not to be, **brand is for you**
- The cost of **poor brand** is not affordable
- Prove you can **add value** to your client
- Download our **eBook** <https://psibrand.com/free-e-book/>
- **Connect with PSI** to assist with your brand



To brand with confidence



Join the ranks of the confident

Join PSI Brand



Many thanks from

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