LETTERING PRODUCT FINISHING METAL PLATES EMBLEMS CUSTOMISATION LABFLS FUNCTIONAL PARTS RFID/NFC TYPE PLATES OPERATING FILMS STICKERS Warning Notices



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MARKETING SOLUTIONS

Field of application

Design

Decorative elements

Brand

Logo

Model identification

Presentation

Point of Sale displays Retailer signage Signage for trade fairs/events Sample collection Packaging customisation

Advertising

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TECHNICAL SOLUTIONS

Field of application

Workflows

Inspection and maintenance Inventory work Identification/logistics Access control

Technical labelling

Type plates Warnings Stickers Warranty seals Security label Scales

Functional parts

Operating film Protection and coverage Templates Seite 46

PRODUCTS

Field of application

ROYALPLAST®
CHROMOTION®
4D Magic
Acrylic glass
Free-Style
FINOCHROM®
Aluminium 3D
Metal plates/letters
Labels and film stickers
Plotter lettering
Front panels and keyboard films
RFID/NFC solutions









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"A good idea every day for our customers' success"

Dear customers and prospective customers,

This brochure is dominated by inspiration. We warmly invite you to discover a wide variety of solutions that can be tailored to your needs. Thanks to multiple, clearly arranged categories, you will find ideas and suggestions for labelling your products. After all, we want to make sure that your flashes of inspiration have maximum impact.

All of RATHGEBER's products have one purpose: to serve people. They allow people to "make a mark" that fills them with pride. A brand emblem, for example, embodies all of the values that have been factored into a product's manufacture. Workflows become more transparent and quicker thanks to precise labelling.

Functional parts provide protection and retain value. In other places, technical labelling warn against incorrect handling and provide instruction on how to use technical equipment correctly.

The possibilities for use are as varied as your creativity. So give your ideas for marketing and technology free rein! We look forward to turning your ideas into reality in our role as your consultant and partner.

Andreas Schrägle

Andrea Schrägle

P.S. Take a look at our website too – we're constantly unveiling new ideas: www.rathgeber.eu

















MARKETING SOLUTIONS

MARKETING SOLUTIONS

Just click on the applications below and find more examples on our website.

Design

Decorative elements

Brand

Logo Model r

Model name

Presentation

Point of Sales display Retailer signage Signage for trade fairs/events Sample collection Packaging customisation

Advertising

Decor films
Give-aways
Mailshot enclosures
Fleet labelling
Company label/plate
Special edition





ALUMINIUM 3D

Digitally cut lettering with powder coating in hammer blow look.



Eye-catcher made from metal in translucent colours.







CHROMOTION®

A decoration and functional part in one: CHROMOTION® as a frame for a push button.



ALUMINIUM 3D/ROYALPLAST®

Combination of aluminium and ROYALPLAST®.



FINOCHROM® 3D

Complex design element made from metal. With FINOCHROM® 3D, various heights as well as clearly defined facets and edge bevels can be created with precision.



Effective eye-catcher made from real metal in translucent colours.

DESIGN

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ROYALPLAST® LETTERING

Three-dimensional lettering with special adhesive system on skiing helmets.



ROYALPLAST® CLASSIC

Robust ROYALPLAST® emblem with special adhesive system for car roof luggage carriers.





CHROMOTION®

Logo, lettering and design element in brush look, individually shaped and embossed.



ROYALPLAST® LETTERING

Three-dimensional lettering with clear, brilliant impression.



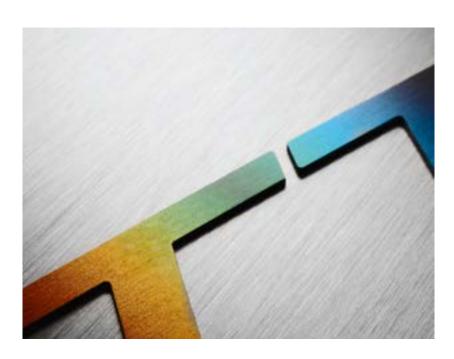
ALUMINIUM 3D

The embossed letters are highlighted in colour. Special and effect colours, such as neon colours, are also possible.



FINOCHROM®

Fine and precision-made metal lettering with brushed copper-coloured surface.



ANODISED ALUMINIUM

Free-standing letters in digital anodised printing. Photo-realistic images are also possible.



CHROMOTION®

Free-standing lettering with individually shaped surface.



FINOCHROM®

Material combination: FINOCHROM® lettering on brushed aluminium.



ALUMINIUM 3D

Three-dimensionally embossed emblems made from aluminium. Various technologies are available to choose from when it comes to surface finishing, including special and effect colours, partial brushing, micro-printing, top coat and diamond cutting. The tools required are produced in our own tool construction department.

For more product information, see Page 50 ▶





ACRYLIC/FINOCHROM®

Surface finishing through material combination: matt-transparent, acrylic plate with blue rear printing that is finished with FINOCHROM®.



Embossed and bossed aluminium plate.



ROYALPLAST® RELIEF PLUS

The combination of acrylic and ROYALPLAST® can be printed on various levels, permitting an especially impressive depth effect.









ALUMINIUM 3D

Various printing and production technologies can be used and even combined, such as embossing, micro-printing and brush structures.





CHROMOTION®

CHROMOTION® emblems are the perfect solution for three dimensional but flexible applications.

Schäffer.

3460

FILM LETTERING

Free-standing, large-format film lettering as a logo and model identifier.







CHROMOTION®

Flexible lettering in brush look for refrigeration technology equipment.

geoTHERM plus

FILM LETTERING

Free-standing film lettering with special adhesive system as model designation.

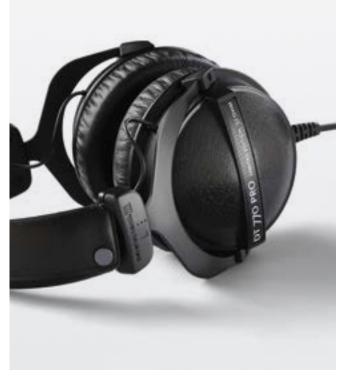




ROYALPLAST®

Model designation in a special cavity, fitted on both sides into a hollow in high-tech rostheses, and also as an emblem on the front bearing the company logo.





ALUMINIUM 3D/WOOD

Decorative combination of aluminium and wood. The surface of the aluminium plate is brushed, printed, embossed on several levels and provided with fastening holes.





ALUMINIUM 3D

Premium headsets are marked as a special edition with a curved aluminium plate. The combination of delicate embossing and micro-printing highlights the sophisticated and high-quality character.



The logo with its label of origin is made from embossed aluminium and is custom-curved for the surface of the binoculars.



ALUMINIUM 3D/CHROMOTION®

Effective labelling of special editions through a combination of materials involving aluminium and CHROMOTION®.





FINOCHROM®

Premium character through true metal. Fine structures create sophisticated accents.







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CHROMOTION®

The copper-coloured lettering and markings stuck onto bottles have a haptic, vibrant and sophisticated feel.

PRESENTATION







LABEL PLUS

Embossed label as a seal of quality with effective silver gloss/silver matt contrast.



28 PRESENTATION







EXPERIOR ENTH

ALUMINIUM 3D

Embossed aluminium plates with logo to identify sample collections.

ALUMINIUM 3D

Anniversary brochure: The jacket was finished with a printed and embossed aluminium plate.

ACRYLIC/ALUMINIUM

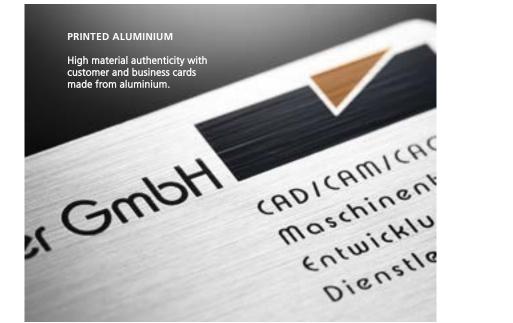
For special awards at events: award in a fine combination of materials comprising acrylic and a printed, customised aluminium panel.

PRESENTATION 29











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4D-MAGIC

Key fobs with magic depth effect thanks to hologram-like background. Customised information can be printed on the reverse.

For more product information, see Page 48





ALUMINIUM 3D

Anniversary identifier made from embossed aluminium in stylish silver matt/silver gloss combination.



CHROMOTION®

Three-dimensional lettering with coloured symbol as a merchandising article for a holiday region.







CHROMOTION®

The diversity of possible shapes means tremendous freedom of design.

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TECHNICAL LABELLING SOLUTIONS

TECHNICAL LABELLING SOLUTIONS

Just click on applications below and find more examples on our website.

Workflows

Checking and maintenance Inventory work Identification/logistics

Technical labelling

Type plates
Warnings
Stickers
Warranty seals
Security label
Scales

Functional parts
Operating film
Protection and coverage
Templates

WORKFLOWS

RFID/NFC SOLUTIONS

Virtually all RATHGEBER products can be equipped with these technologies. RFID (Radio Frequency Identification) is a techand contactless identification and location of objects using radio waves. They make capturing data significantly easier. Near-Field Communication (NFC) is an international transmission standard for the contactless exchange of data using radio technology over short distances of just a few centimetres. It is based on RFID technology.













LABEL

Smart Label: label with integrated RFID chip.





FILM STICKERS

Processing tool: printed film sticker with cut-out for the precise positioning of the company logo (embossed aluminium plate with diamond cut).

FILM TAGS

Package tags for container identification: barcode labels attached at a later point in time are sealed with a transparent protective laminate.

ROYALPLAST®/FREE-STYLE

The key fob with integrated RFID technology for access control or business data recording.





METAL PLATE/RFID

Stainless steel plate (V4A) used for repair and maintenance with integrated UHF transponder. The two-dimensional barcode and further information on the plate are lasered.





BASE AND VALIDATION LABEL

Self-adhesive base sticker with validation test sticker, which can also be customised with the company's own data.



ALUMINIUM 3D

Proof of ownership made from embossed aluminium with two fastening holes.



ANODISED ALUMINIUM

Tag made from anodised aluminium with leather strap: for the identification of luggage.

WORKFLOWS 39











ALUMINIUM 3D/RFID

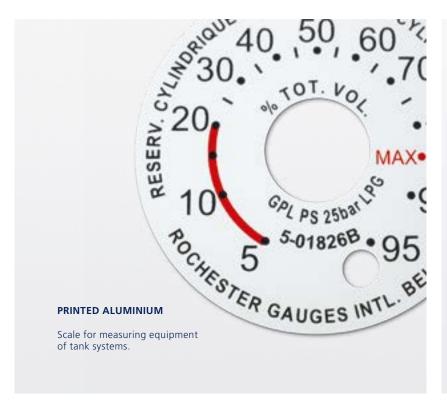
Anodised aluminium plate with integrated RFID technology.



ANODISED ALUMINIUM

Type plate labelled subsequently by the customer using laser engraving.

TECHNICAL LABELLING 41









PRINTED ALUMINIUM

Scale made from printed aluminium for the control button on a table-top induction stove.

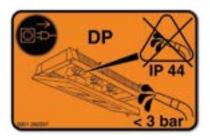
42 TECHNICAL LABELLING





POLYCARBONATE

Warning notice made from back-printed polycarbonate with special adhesive system.



FILM STICKERS

Custom-printed film stickers as a warning notification on air-conditioning equipment. Depending on the requirement, various materials are available to choose from.

WARRANTY AND SECURITY LABEL

Warranty seal for an office furniture manufacturer: if attempts are made to remove it, the safety label is destroyed.



SECURITY LABEL

Consecutively numbered security label which leaves behind a checkerboard pattern if attempts are made to remove it, which means it can no longer be transferred in secret.



PLAY VIDEO AND SOUND



Security label with an impressive depth effect based on highly secure and unique microlens technology. Multiple layers appear to float below and above the film. This effect is therefore ideal for safeguarding products. The label prevents forging and manipulation and provides unique information about the product's origin. It can optionally be provided with a security diecut, which destroys if it an attempt is made to remove it. The depth effects also act as a design element. Various standard patterns are available to choose from. However it is also possible to design customised depth effect motifs.

Further product information can be found at: www.rathgeber.eu

TECHNICAL LABELLING 43

FUNCTIONAL PARTS

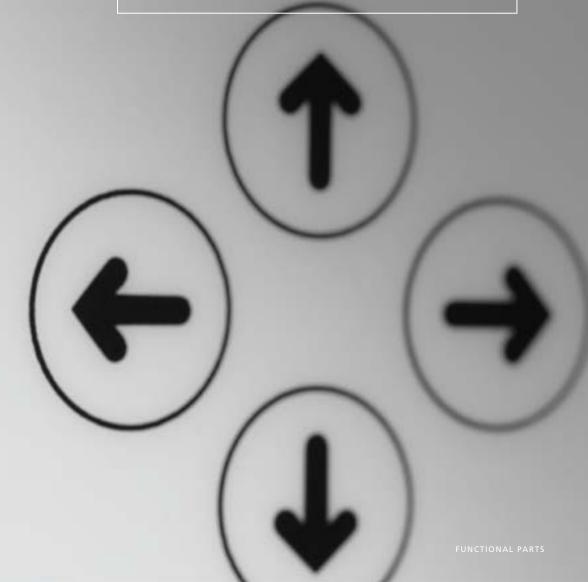
FRONT PANELS AND KEYBOARD FILMS

Front panels and keyboard films made from polycarbonate and polyester film can be provided with a variety of features: openings, special shapes, windows that may be transparent and translucent with adhesive-free zones, flat and embossed buttons and scratch-resistant back-printing in virtually any colour.

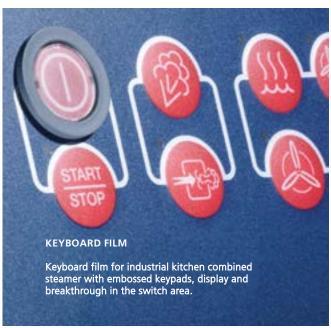
For more product information, see Page 51 ▶







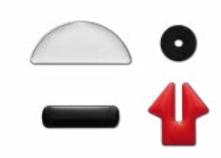






ANODISED ALUMINIUM

Front cover made from anodised aluminium as a door fitting for the refrigeration / air-conditioning technology sector.



ROYALPLAST®

Cover, seal, impact and scratch protection.



OPERATING PANEL

Digitally printed operating panel with embossed keypads and high-transparency display viewing windows for a drinks machine used in the catering trade.

FUNCTIONAL PARTS 45

PRODUCT LINES

Just click on the applications below and find more examples on our website.

ROYALPLAST®
CHROMOTION®
4D Magic
Acrylic
Free-Style
FINOCHROM®
Aluminium 3D
Metal plates/letters
Labels and film stickers
Film lettering
Front panels and keyboard films
RFID-/NFC-Lösungen



ROYALPLAST®

ROYALPLAST® ® can be used in many different ways. Truly characteristic is the finishing solution with a transparent, lens-shaped protective layer made from a special polyurethane resin mix.

ROYALPLAST® is available in the following variants: Classic, Relief, Relief Plus, Convex, Lettering Material polyurethane mix

Shapes virtually any shape possible
Printing method screen printing, digital printing

Material base colour gold gloss, silver gloss, silver matt, silver brushed,

mirror finish, white, transparent

Surface finishing special and effect colours, material combination

Identification NFC, RFID, coding, numbering

Colour options
3D effect

Resistance to weathering



CHROMOTION®

The diversity of possible shapes means that CHROMOTION® offers tremendous freedom of design. As a result, custom-shaped individual letters can be created along with linked scripts and emblems in various heights.

Material plastic composite

Shapes virtually any shape possible
Printing method screen printing, digital printing

Material base colour silver gloss, silver brushed, transparent

Surface finishing special and effect colours, micro-printing, embossing,

structure, individual form, step faceting, material combination

Identification NFC, RFID, coding, numbering

Colour options

3D effect

Resistance to weathering



4D MAGIC

Logos and emblems with a 'hologram' look and magic depth effect. 4D Magic can be produced as self-adhesive or with a sew-in edge.

Material plastic

Shapes virtually any shape possible
Printing method screen printing, digital printing

Material base colour transparent

Surface finishing special and effect colours, embossing, material combination

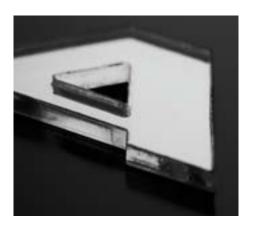
Identification NFC, RFID, numbering

Colour options

3D effect

Resistance to weathering

athering



ACRYLIC

The digitally cut logos, tables and lettering are especially suited to smaller job runs. The various printing technologies and surface finishing options allow unique effects to be created.

Material acrylic glass (or PMMA, Plexiglas)

Shapes almost every shape is possible, no additional tools required

Printing method screen printing, digital printing

Material base colour mirror finish, transparent, more on request

Surface finishing special and effect colours, micro-printing, ROYALPLAST®,

material combination, depth effect

Identification NFC, RFID

Colour options
3D effect

Resistance to weathering





FREE-STYLE

Freely designable three-dimensional logos and lettering based on polyurethane. Low tool costs mean that large lettering and symbols in particular can be produced, even in small volumes.

Material polyurethane mix

Shapes own tool construction, almost any shape possible,

surface geometry freely definable

Material base colour through-dyed based on RAL shades

Surface finishing material combination

Identification NFC, RFID

Colour options

3D effect

Resistance to weathering



FINOCHROM®

Filigree, high-precision lettering and symbols made from chrome-plated metal. Fine nuances, such as pointed corners and narrow script can be created very cleanly and precisely on the approx. 0.05 mm thick "plates" – without tool costs.

Material chrome-plated metal

Shapes virtually any shape possible

gold gloss, gold matt, silver gloss, silver matt, copper-

coloured, metallic black, black matt, red gloss, blue gloss,

green gloss, purple gloss, white

Surface finishing brush structure, line structure, point structure,

material combination

Colour options

Material base colour

3D effect

Resistance to weathering



ALUMINIUM 3D

Lettering and three-dimensional plates made from aluminium have a very high-quality appearance. To create your personal solution, you can call on numerous production techniques, various surface finishes and a competent team of expert advisers. The tools required are produced in our own tool construction department.

Material aluminium

Shapes virtually any shape possible, in-house tool construction

Printing method screen printing, digital printing

Material base colour gold gloss, silver gloss, silver matt, silver brushed

Surface finishing special and effect colours, partial brushing, micro-printing,

embossing, top coat, diamond cut, ROYALPLAST®,

material combination, depth effect

Colour options
3D effect

Resistance to weathering





METAL PLATES / LETTERS

Aluminium plates and letters, printed or anodised, are an exceptionally sturdy and permanent identification solution. Possible variations and finishing forms: partial brushing, embossing, micro-printing, barcodes, numbering, numeral punches, laser engraving and surface protection.

Other materials such as etched stainless steel and brass plates on request.

Material aluminium

Shapes virtually any shape possible, in-house tool construction

Printing method screen printing, digital printing

Material base colour gold gloss, gold matt, silver gloss, silver brushed, silver matt

Surface finishing special and effect colours, partial brushing, step faceting, micro-

printing, embossing, top coat, ROYALPLAST®, depth effect etc.

Identification coding, numbering

Colour options
3D effect

Printing method

Resistance to weathering





LABELS AND FILM STICKERS

Our huge range of materials and the high quality of sheet- and roll-based printing open up numerous solutions for both advertising and technical labels. A special self-adhesive system can be used on virtually all surfaces.

Labels are also available in the following variations: Label Plus (with embossing), security labels (VOID, RPK, RPS, RSZ, 4D-Security) as well as base and validation labels Material polyester film, vinyl film, polyethylene film

Shapes any shape possible, no tool costs

screen printing, digital printing, heat embossing printing,

rotary printing, thermal transfer printing

Material base colour gold gloss, silver gloss, silver matt, silver brushed,

white, transparent

Surface finishing special and effect colours, micro-printing, embossing etc.

Identification NFC, RFID, coding, numbering

Colour options

Resistance to weathering



FILM LETTERING

Free-standing film lettering, also known as plot lettering, is ideal for effective advertising on smooth surfaces. The free-standing letters and symbols are particularly effective if they are printed using screen printing with high precision, are weather-resistant and are in multiple colours.

Material polyester film, vinyl film
Shapes virtually any shape possible
Printing method screen printing, digital printing

Material base colour gold gloss, silver gloss, silver matt, silver brushed,

mirror finish, black, white, transparent

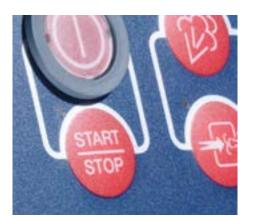
Surface finishing special and effect colours, micro-printing, material combin-

ation, ROYALPLAST®, depth effect

Identification coding

Colour options

Resistance to weathering



FRONT PANELS AND KEYBOARD FILMS

Keyboard films, scales and front panels made from polycarbonate and polyester film can be provided with all sorts of features: openings, special shapes, windows that may be transparent and translucent with adhesive-free zones, flat and embossed buttons, anti-bacterial (on request) and scratch-resistant back-printing in virtually any colour.

Material polycarbonate, polyester, hard PVC, polystyrene, acrylic glass

(or PMMA, Plexiglas)

Shapes almost any shape possible, with openings and/or windows

Printing method digital printing, screen printing

Material base colour white, transparent

Surface finishing special and effect colours, micro-printing, embossing,

ROYALPLAST®, material combination, depth effect

Identification NFC, RFID, coding, numbering

Colour options
Resistance to weathering



RFID/NFC SOLUTIONS

smart-TEC, a subsidiary of the RATHGEBER Group, develops and produces customised data carriers with integrated RFID/NFC technology. Material, design, print, chip technology and fixation are coordinated perfectly to the project requirements.

Further information can be found at www.smart-tec.com





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CLIMATE PROTECTION

The RATHGEBER group has been climate-neutral since 2009 and has therefore been fully aware of its great responsibility as regards environmental protection. We follow the principle of avoiding unnecessary emissions, reducing existing emissions and compensating unavoidable emissions. "Climate-neutral" is the term used to refer to companies, processes or products whose greenhouse gas emissions have been calculated and offset through the purchase of emissions certificates. In other words, the CO2 equilibrium of the atmosphere has not been changed. With every purchase of products from the RATHGEBER Group, a selected climate protection project is supported. On request, each of our customers can obtain a certificate stating the volume of CO2 compensated for their order. This also demonstrably reduces their own CO2 footprint.

You can find out more about our climate protection activities and the various CO2 compensation projects at www.rathgeber.eu.

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