

# What makes our materials the best?



## QUALITY

There are several reasons why Gravotech is the best source for engraving materials. We have the most experience in the industry and the most significant number of resources to help you meet your material needs. Our educated Customer Solutions Center, special order capabilities, and unparalleled QUALITY are the greatest reasons to buy your materials from us. Quality is a somewhat vague word. Therefore, we must highlight the unique characteristics which make our materials second to none.

## RAW MATERIALS

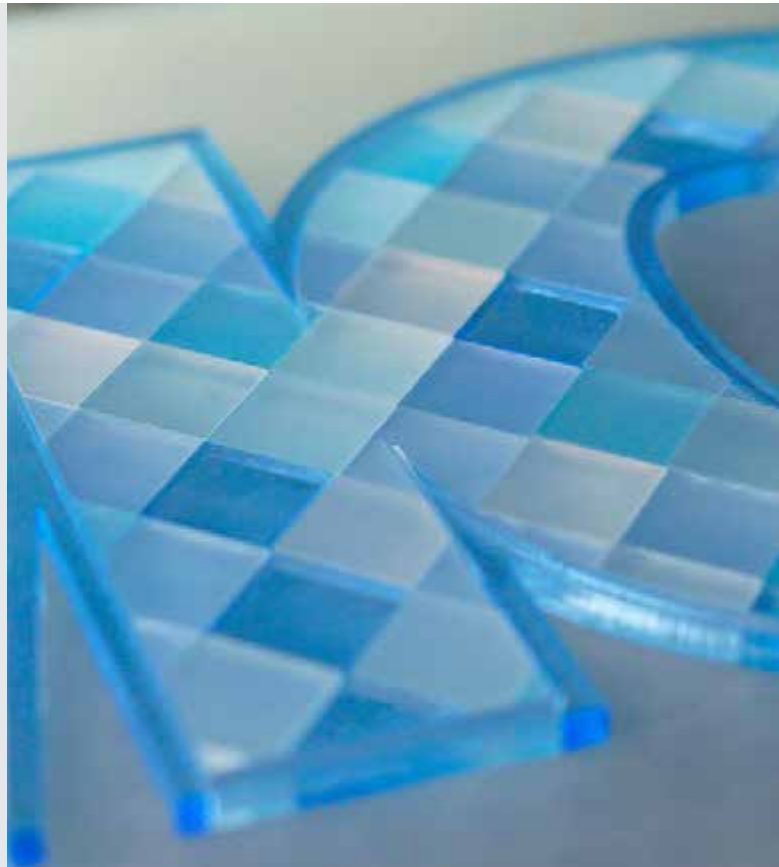
All of our raw materials are 100% prime. This means that we do not use any regrinds. We only use virgin materials. This means consistent thickness and consistent colour, which means consistent engraving performance.

## CAP CONSISTENCY

Customers who have used both our material and competitive material continually applaud our cap consistency. This didn't happen by accident. We extrude the cap and core separately, then laminate the layers together days after each layer has cooled and solidified. Each layer is continually monitored with an advanced "gamma backscatter gauge" during the entire extrusion process. Final samples are manually "gauged" after extrusion. The cheaper way to produce the material is to marry the layers together while they are in the extrusion process. This is referred to as "co-extrusion". Problems with this method arise because the products are still in a molten state at this stage. While you can maintain a consistent overall thickness, the thickness of each individual layer cannot be accurately maintained.

## COLOUR CONSISTENCY

We only use colour concentrates that are controlled to less than 1ΔE (a variance of 2ΔE qualifies as a commercial colour match). A precise method of metering the colour concentrate is also employed. During extrusion, the opacity is periodically tested with a calibrated densitometer, which gives a numerical value of ambiguity that is compared to the master value. Finally, the finished product is compared to colour masters (which are classified by colour and surface finish) under Macbeth colour inspection lights..



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