

Your Brand Name & Logo are the instantly recognizable image of your Brand Identity and the symbol of your business as a whole in the mind of the consumer that sets your products apart from your competition.

Not only are names/logos advertised through the normal marketing channels (e.g. ads and commercials), they are more consumer driven when utilized as labeling on finished products.

Polymer Fusion Technology

Branding Solutions

*For Brand Labeling
on LSE Polyolefin Thermoplastics*



Failing adhesion-based durable Brand Recognition label applied to brand new Ryobi Brand LSE Plastic riding lawn mower component.

Labeling representing your image can be a good thing...or a bad one! This of course depends on the quality of the labeling itself but more importantly, the material to which the label will be affixed.

Polyolefin thermoplastics (primarily polyethylene and polypropylene) account for more than 55% of global plastics demand. The performance properties of these versatile plastics make them the choice material for branded durable products (aka Durables) within several industries.

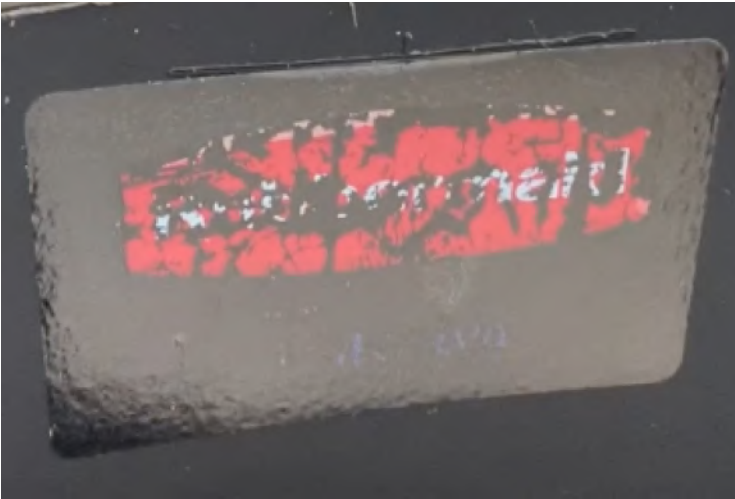
Durable Goods Industries Utilizing Polyolefin Thermoplastics

Outdoor Power Equipment, Automotive, Battery, Medical, Childrens Products, Heavy Machinery, Powersports Waste/Recycling and More...

Durables developed their name from the fact that they last and remain durable for a relatively long time (more than 3 years). It's also the reason why so many of these products are produced from polyolefin thermoplastics as those plastics are engineered to exceed that.

The performance properties making polyolefin thermoplastics so versatile also make them problematic for common "adhesion- based" labeling methods available today.

Traditional label supplier claims of label permanency on polyolefin thermoplastics are questionable at best, and downright deceptive when viewed with a closer lens.



Failing adhesion-based branding label applied to LSE Plastic high chair.

“Real World” results prove that traditional labeling methods are continuously failing their Brand Recognition and Brand Image duty on polyolefin thermoplastic products, parts and components that are depended upon every day.

Whereas failed labeling on a product results in total Brand Recognition loss, it’s almost worse to have damaged labeling that blemishes Brand Image and Perception of Value in the mind of the consumer about your Brand and products.

There is a better Branding alternative!

Polymer Fusion Technology

- the science of merging two separate polyolefin thermoplastic polymers together (polyolefin label + polyolefin product) utilizing melt point, time and pressure producing a singular piece of plastic without the use of adhesives, tie layers, bonding agents or secondary surface treatments.

Polymer Fusion Technology was specifically engineered for perfect compatibility with polyolefin thermoplastic products, parts and components to deliver unrivaled lifelong performance.

During application, the Polymer Fusion Label and polyolefin thermoplastic product simultaneously reach melt point causing a “fusion reaction.” The result - a permanent Brand Name or Logo on plastic that cannot be lifted, separated or removed for the life of the product no matter the environment or exposure.



(TOP - Fusion Label, BOTTOM - Polyolefin Product, MIDDLE - “Fusion Reaction”) Simulation of Polymer Fusion Label fusing to Polyolefin Thermoplastic Product

For Branding where longevity, durability and permanence matters most, Polyfuzes industry-leading **Lifetime Guarantee** means peace of mind knowing Polymer Fusion Technology has YOU and your BRAND’s back for the life of every product your customers use and come into contact with.

And because Polyfuzes views your Branding efforts as an investment vs. a cost, every one of your polyolefin thermoplastic durable products that proudly wears your Brand name & logo should do so in the most permanent and durable way, sparking emotion and turning prospects into customers for life.



Polymer Fusion Technology label printed and fused to LSE dustpan and still building Brand Image for Rubbermaid® Commercial on this Aruban beach after several years.

***Polymer Fusion Labeling is fully recyclable with polyolefin thermoplastic products at end of life use.**