



TherMark Helps Colonial Engraving Laser Mark Metals

The Challenge: Lack of Depth and Contrast in Laser Marked Metals



Natasha Short just couldn't make her laser marking work. The president of Colonial Engraving located in Wilmington, Mass., a suburb outside Boston, had tried other laser engraving products and couldn't get the kind of contrast and color resolution she needed. Although Colonial Engraving is a small, two-person business, Short handles a wide range of projects, from engraving electrical wall plates and office signs for commercial customers to glassware and gifts for consumers.

Short's laser marking work mostly involves steel, stainless steel and brass products. She had grown frustrated with the lack of contrast and depth of color she was getting when using other engraving applications. One day, her distributor recommended an aerosol spray laser marking material by TherMark as an alternative ink which could provide a deeper, more uniform colored mark.

Short decided to test it.

The Answer: TherMark's LMM 14 Black – Fast and Easy to Use

Short ordered TherMark's LMM 14 Black over the Internet to give it a try. After her disappointment with other engraving applications, Short was pleased with her laser marking results using TherMark's aerosol ink.

The benefits she realized from TherMark's LMM 14 Black laser marking material were very simple, yet extremely important.

"TherMark's product actually worked as advertised by the distributor," said Short. "For me, the laser marking process was also faster and less labor intensive."

Short applies the LMM 14 Black laser marking material to the metal she's working with, using the convenient aerosol spray. After a quick drying process, Short uses a common CO₂ laser for marking at 15 percent speed with a power setting of 100 percent. She then easily washes off the excess ink to reveal a beautifully finished product.

VERTICAL:
Laser and Rotary Engraving

REGION:
U.S.A - Northeast

PRODUCT:
LMM 14 Black

SURFACE:
Steel, Stainless Steel and Brass

CUSTOMER:
Colonial Engraving
— Natasha Short, President



“Although the liquid costs a little more than the other applications, the ease-of-use and quick clean-up make it ideal for my business,” Short said. “The entire laser marking process doesn’t take very long now. For what I’m doing with the LMM 14 Black on stainless steel, it’s quicker for me to laser mark than to rotary engrave on this surface.”

TherMark’s LMM 14 Black is formulated for permanent, high-contrast black marking that resists corrosion, abrasion, chipping, fading, cracking and peeling. It is specially designed for laser marking graphics or text on a range of metal surfaces including stainless steel, iron, copper, bronze, chrome, titanium, aluminum and brass.

With the permanent resolution and contrast of color that only TherMark’s LMM 14 Black gives, Colonial Engraving’s work is in high demand. The quality of the mark Short produces using TherMark’s product has given her more business, with other engraving providers even outsourcing some of their laser work to her.

The Result: Customers’ Demands Met

Does Short feel that working with TherMark’s LMM 14 Black gives Colonial Engraving any business advantage?

“We definitely have a very healthy advantage,” Short said. “TherMark is a product my customers want. Without it, I think they’d be less than satisfied.”

Short’s customers are familiar with the sharp contrast and bold color resolution afforded by TherMark’s LMM 14 Black ink. When she offers her customers a choice of either laser engraving and using a product that produces a bonded black mark or rotary engraving and filling the mark with black ink, they say “No, no, we want the laser engraving.”

“That’s why I use TherMark. My customers are pretty specific about what they want,” Short said.

For Colonial Engraving, TherMark’s LMM 14 Black is a very important part of the business. Quick drying and easy to use, LMM 14 Black’s ability to produce a deep, high-contrast mark has created demand for Short’s laser engraving services and will definitely keep Colonial Engraving’s customers happy for years to come.

“We definitely have a very healthy [business] advantage. TherMark is a product my customers want. Without it, I think they’d be less than satisfied. That’s why I use TherMark. My customers are pretty specific about what they want.”

- Natasha Short, Colonial Engraving

