



Value Proposition	Stamping / Engraving	Pad/Screen Printing	Dot Peen / Pin Stamping	Direct Laser marking	Engraving & Fill	Ink Jet Printing	Labels & Transfers	Chemical Etch	TherMark
0=Low 9=High									
High Contrast	3	9	3	6	9	9	9	6	9
High Resolution	3	7	3	9	5	9	9	5	9
Permanence	9	5	9	8	7	3	2	8	9
Variable Data	0	0	9	9	2	9	9	2	9
Abrasion Resistance	9	3	9	5	7	2	2	6	9
Variety of Substrates	5	8	5	4	5	9	8	4	8
Chemical Resistance	9	3	9	6	4	3	2	7	9
Temperature resistance	9	3	9	6	4	3	2	7	9
Marking Speed	7	8	7	9	2	9	9	2	7
Available Colors	0	9	0	1	9	9	9	1	6
Equipment Cost	8	7	6	4	7	7	8	6	5
Overall Cost per Mark	7	5	7	7	2	9	8	7	5
Potential for Logo/Decoration	1	9	1	5	2	7	9	5	7
Overall Value "In-use"	<b>70</b>	<b>76</b>	<b>77</b>	<b>79</b>	<b>65</b>	<b>88</b>	<b>86</b>	<b>66</b>	<b>101</b>