

CASE STUDY:

## How We Went the Extra Mile to Solve a Body Cam Issue



**How We Solved It:** This took a bit of trial and error. We tried to print, emboss and dome a 3M aluminum foil material, which would have given them a very close match to their original nameplate, but it did not work. The aluminum foil material was too thin and couldn't withstand all the printing and embossing involved. After trying that, we moved on to an 8 mil Clear Autotext Brushed Steel polyester. Using this material, we were able to subsurface screen print the black and colors on the backside. Then we embossed the text and graphics to add height and depth to the overall look and feel of the nameplate. **Success! Result:** The Autotext Brushed Steel polyester gave WatchGuard the brushed aluminum look they were used to, while the metal nameplate and embossing gave texture and depth. WatchGuard ended up with a new and improved nameplate that was less expensive and easier to handle on their production line. At Marking Systems, we're willing to go the extra mile to get our customers exactly what they need. It's just part of who we are. Give us a call with your challenging issues!

**Challenge:** WatchGuard needed a nameplate for their rubber body cam case. They were previously using a metal nameplate when manufacturing the cams, but it was heavy and expensive. If you've ever seen a body cam up close, you know they're big and bulky as it is. Law enforcement didn't need the added weight of a metal nameplate. But, WatchGuard liked the look of what they had, liked the colors, so they hoped we could match or get close to the metal nameplate they had been using. They wanted something that would still pop. The challenge was getting them something that looked and felt as nice as a metal nameplate.

Today, everyone has a cell phone. Video devices like home and business security cameras are everywhere. As one of our clients says on their website: "Sometimes, the only reliable witness to an incident is one you carry with you each day." For law enforcement, the ubiquitous nature of video devices today means everyone on the street

can (and does) start recording a video of any random traffic stop or interaction. That's why it's more important than ever for law enforcement's own in-car and motorcycle video equipment and body-worn cams to work the way they should, not be too heavy and bulky, and support our people in blue.

We recently were honored to work with WatchGuard, now owned by Motorola, to solve a sticky problem on the body cams they manufacture for law enforcement. Here's what happened.

Our How We Went the Extra Mile to Solve a Body Cam Issue at MSI provide a clean, professional look that is made to last. Interested? Intrigued? We can rapid prototype a model for you. Get started with your prototype by [contacting us](#) at MSI.

We'd love TO HELP YOU GET STARTED.

