

# THE MANUFACTURING PROCESS



## 1 THE IDEA

Our Customer Service Representatives work with you to determine which products will best suit your needs. In the event that no stock item will suffice, our staff artisans will translate your ideas into an original design, recommending materials and processes that meet your budget.

## 2 CONCEPT & DESIGN

If an original design is needed, an image is developed for your approval and refinement. Once completed, that image creates a digitized template for cutting the die. In this case, a new concept for a badge has been created.



## 3 & 4 DIE CUTTING

First, the bold lines of the badge are machine cut into a solid block of steel or "die" using the artist's digitized image. Many manufacturers stop here, relying solely on digitized or pantographed cutting. At Hook-Fast, we then hand carve the finer details. It is in this freehand work that we separate ourselves from the industry, and the artistry and unique character of each Hook-Fast product is attained.

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