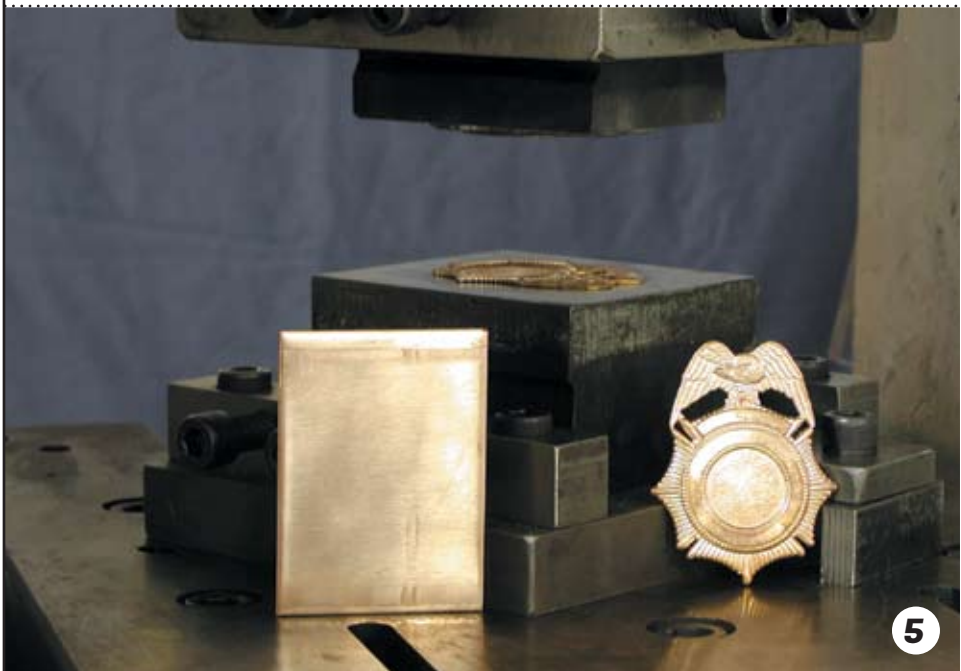


# THE MANUFACTURING PROCESS *(CONTINUED)*

## 5 DIE STRIKING

Once the die is completed, a sheet of brass alloy that will eventually become the badge is fed into a hydraulic press and struck with 750 tons per square inch of pressure. Cost cutting in the industry often dictates that shallow relief dies are used so that the badge can be struck just once. Our dies are cut with deep relief, and so in many cases, the brass must be heated and struck several times to ensure that every detail is visible.



5

## 6 ENGRAVING

The badge is then engraved with custom lettering using a computerized plotter for accuracy and consistency.



6

## 7 FUSION WELDING

This process represents a significant improvement over the standard practice of soldering. In fusion welding, electrically charged metals are combined using molecular adhesion to secure the back attachments to the badge. Only in this way does the attachment become part of the structure of the badge and resist breakage.



7

## 8 PLATING & POLISHING

The badge is first polished to a lustrous finish, removing imperfections and preparing for the plating process. The badge is then dipped in (continued on pg 59)



8