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Industrial Labels, Uncategorized

## THE RISING COST OF METAL RATING PLATES ARE DURABLE, SYNTHETIC LABELS A *BETTER* CHOICE?

### Record Spike

Prices of key steel products in Europe have hit all-time highs



Source: Kallanish Commodities

Bloomberg Source:

Bloomberg, Kallanish Commodities.

### METAL RATING PLATES VS DURABLE SYNTHETIC LABELS

Research has shown that a typical 50mm x 25mm aluminium metal rating plates **could cost you 70% more** than its synthetic counterpart, and **prices of raw materials are rising everywhere**. According to [this article](#) Aluminium and Stainless Steel prices have risen dramatically this year alone. These make up the bulk of materials used in metal rating plate production. Supply chain issues and current world events have only compounded the problem, **in some circumstances increasing steel prices by 50%**.

For decades, metal rating plates have been the go-to method for industrial labelling. But over the years, demand for more sophisticated labelling has increased as technology has evolved. Industrial environments and workflows have become more efficient and standards more stringent which means new requirements need to be met.

That's not to say metal plates are completely outmoded. Some businesses still use them for a few reasons:

- The subsurface printing is extremely durable.
- Some industries still demand them.
- It can be difficult to remove a metal plate once it is riveted or screwed on.
- Resilience to extreme temperatures.

**But what if durable, synthetic labels could do the same and more?** Many businesses have yet to realize the potential of synthetic labelling.



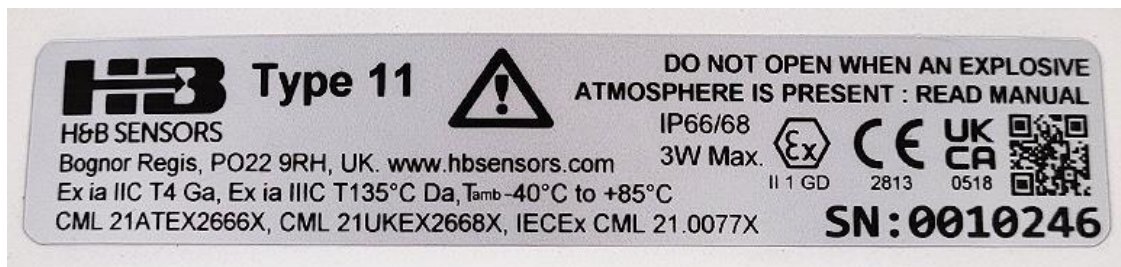
Metallic rating plate for environmental sensor.

## LABELS WITH BENEFITS

Cost-saving isn't the only reason you should consider switching to durable labels. Due to their synthetic nature, durable labels come with a host of benefits absent from metallic plates. The extra utility that comes with labels alone, such as the ability to store information inside barcodes, is unquestionably one of their biggest advantages. Due to the imprecise nature of metal plate etching, it simply isn't possible to 'imprint' a scannable barcode into metallic material.

- Durable labels are quicker to manufacture – which means shorter supply lead times.

- They are faster to produce and apply – no engraving, etching, drilling or riveting required.
- They can be imprinted in the workplace – using a thermal transfer printer, information can be printed on the labels in-house, including rating information, barcodes and serial numbers.
- They can be printed in multiple colours – providing the option for colour coding or superior branding.
- Durability – in most circumstances, synthetic labels can match or even surpass the durability of metal plates.
- Cost – between 50-70% savings on your industrial labelling.



Converted metal plate to synthetic, durable label.

## IN CONCLUSION

Durable labels are versatile and can be supplied blank or pre-printed in any shape or size, giving you ultimate control over your labelling. With the addition of company branding, logo and colours, durable labels can also improve the overall aesthetic of your product while providing important information. But there's a lot to consider when it comes to the right label for the right job. There are very few examples where metal plates are a better choice but we would never suggest a synthetic label if we truly believed it would be unsuitable for your application. We always advise speaking to an expert first.

If you have any questions or you are ready to take your labelling to the next level, give us a call, freephone **0800 023 9277** or [send us an email](#). We love helping businesses reach their labelling goals.