

Color; truly customize your enclosure

“Color sells, just ask Apple Computers”

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Color has emotional elements that impact product positioning and consumer preferences. It is why you likely invested a great deal of resources into your companies marketing image. They will hire expensive designers to develop a 'corporate image". Complete with logo, color scheme, and graphic layout. But when it comes to electronic product development color is often forgotten.



Electrical engineers and mechanical engineers often drive the development. As such they are most concerned with custom cutouts. They need to make sure they can CNC in the exact size hole, square, or rectangle in the exact location they need for their; connectors, cables, LED's and the like. The E.E's and M.E.'s will order a few samples to prove form, fit, and functionality. Then, marketing may have the part stop at the Part Decorating station to place the company logo on the typical black or white enclosure. Often unaware of the fact they could have ordered the enclosure in any color they wanted. Any color needed to match the corporate colors. Along with the fact doing so can be quite affordable through certain sources. Many of the largest enclosure companies are too big to concern themselves with custom colors on small runs. But more progressive companies like New Age Enclosures encourage their customers to consider custom colors. There is a low cost one-time matching fee, and a flat recurring set-up fee which is waived on any order of 250 or more.

Matching the color in plastic is almost identical to matching a color at your local paint store. You simply need to provide a color call out (typically a PMS or CMYK #) or a physical sample of the color to match. In turn we will send you a molded sample to approve. The molded sample is called a swatch, plaque or color chip. The typical plaque is about the size of a business card. Like house paint the shade may vary a tad from lot to lot however, overall the process is highly repeatable. The initial color match takes about a week, so it's important to start this process as soon as you've selected the enclosure. This will allow the process to be concurrent with the board and box fit approval eliminating extra development time. Once matched the formula for your color is set, making re-orders simple too. The process becomes; order placed, custom colored enclosures molded, CNC machining, and over to part decorating for finishing touches. The



outcome is a customized enclosure that strengthens your company's corporate image in your end users' minds. Again, ask Apple about the impact this had on their personal computers. It can dramatically increase sales. It's safe to say a deep red, a cobalt blue, even something Neon can be far more eye catching than black or white.

For additional information on this subject, products or services please visit NewAgeEnclosures.com or contact: Justin Tomlinson

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