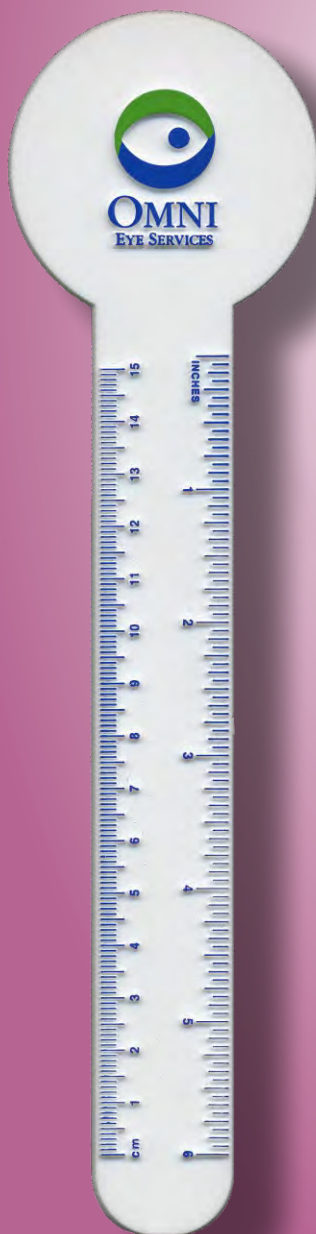


Why fit the mold, when we'll mold to fit you!



**BERLEKAMP**

PLASTIC-AD LINE

Since 1929

2024  
Custom  
Catalog

# CUSTOM EXPLAINED

## Custom Design Explanation

Our manufacturing process is injection molded plastics with raised graphics. EVERYTHING we do is made to order – never pulled off a warehouse shelf and stamped, always 100% American made.

Even though we call some of our items “stock” they’re still made when ordered. The good news is you have more creative control in the design. The bad news is it takes a bit longer to produce. While our “stock” items fit into a product category like; badges, bag tags, coasters, magnets, plaques etc. Some items do not fit into a specific category, so we have Custom Design Interior and Custom Design Exterior products.

### There is a special code for pricing these items:

We stock two types of plastic, a high impact polystyrene used for interior application and a special engineering grade resin with ultraviolet inhibitors (UVI) added to help reduce fading for exterior use.

### First, choose your exposure, inside or outdoor use:

If it is for inside use, look for the price grid that shows CDi (i = interior) on pages 26 & 27. For outside use, look for CDe (e = exterior) on pages 28 & 29. This is for White or our other stock plastic colors. Black plastic, CDBK (BK = black) on page 30, has its own price grid and can be used inside or outdoors.

### Next, the plastic color:

When the item number has a “WH” before the hyphen White Plastic is used. If it has “OC” that means, it is for Other (stock plastic) Colors.

Example: CDiWH- is Custom Design Interior molded in White Plastic.

CDeOC- is Custom Design Exterior molded in a stock color other than white or black.

### Now, the size:

We need to know size, so multiply the height by the width of the design to calculate the square inch area, then look for the appropriate square inch pricing category.

Example; CDeWH-16 is exterior white plastic in a size between 10 and 16.9 square inches.

### Finally, the attachment:

Item numbers end in either A for Adhesive Strips or H for Holes or no adhesive. We will add as many countersunk holes as required, screws are not provided.

Example: CDiOC-24H is molded in say red interior plastic, between 17 and 24.9 sq. inches, without adhesive.

### Extra Print Colors:

All unit prices are for one plastic color and one print color. If an extra print color is required, an X is at the very end of the item number indicating Extra print color.

### A note about our low-cost setup system:

Our unique system allows us to produce a design at the fraction of the cost of a normal injection mold. However, you can't change a comma “,” to a period “.” without starting a new setup, so to get it right before cutting the setup, we offer virtual proofs.

Custom Design signs offer a world of possibilities for potential end users. See the following pages for examples.



Example: CDeOC-9AX is exterior gray plastic between 5 and 9.9 square inches with 3 extra print colors and strip adhesive.



Example: CDeWH-16HX is exterior white plastic in a size between 10 and 16.9 square inches with an extra print color and countersunk holes.



Example: CDiOC-24A is interior green plastic between 17 and 24.9 square inches with strip adhesive.



Example: CDiWH-9H is Custom Design interior white plastic with countersunk holes in a size between 5 and 9.9 square inches.



Example: CDeOC-16AX is exterior blue plastic in a size between 10 and 16.9 square inches with an extra print color and strip adhesive.



Example: CDBK-24A is exterior black plastic in a size between 17 and 24.9 square inches with strip adhesive.











ADHESIVE EXTERIOR NAMEPLATES



Superior craftsmanship goes into manufacturing *Custom Designed Exterior Nameplates*. These high quality signs are injection molded using special engineering grade plastic with Ultra Violet inhibitors.

*Custom Designed Exterior Nameplates* are ideal identifiers for boat dealers, RV and van conversion companies, manufactured housing, yard equipment, fence companies, golf carts, and truck distributors to name a few.

Pricing is by size, not design. Multiply the height by the width to calculate the square inch area.

Features

- 3-D molding allows copy visibility for years of quality advertising.
- Adhesive strip(s) applied to back.

Item #	Size
CDeWH or OC-4A	Up to 4.9 Square Inches
CDeWH or OC-9A	5 to 9.9 Square Inches
CDeWH or OC-16A	10 to 16.9 Square Inches
CDeWH or OC-24A	17 to 24.9 Square Inches

Maximum Size is 6" x 16" Minimum Size is 3/8" x 1"  
Contact Factory for larger Square Inch sizes.

**Plastic Color:** WH = White  
OC = Other Colors; Brown, Green, Forest Green, Grey, Ivory, Maroon, Navy, Orange, Red, Royal Blue, Sky Blue and Yellow.  
*Plastic with UVI Inhibitors (UVI), will help with shift color after prolonged exterior exposure. See item # CDiWH or OC for plastic without UVI*

**Print Colors:** Same as above plus Chrome, Bright Silver, Brushed Silver, Brushed Gold, Matte Silver, Matte Gold, and Holographic

**Attachments:** Adhesive strip(s)

**Price Includes:** One plastic color, one raised print color. and strip adhesive.

Item #	Setup	125	250	500	1000	2500
CDeWH-4A	\$100	2.39	1.64	1.42	1.12	1.07
CDeWH-9A	\$120	3.32	2.26	1.76	1.54	1.51
CDeWH-16A	\$130	3.88	2.59	2.13	1.86	1.79
CDeWH-24A	\$160	4.58	3.09	2.89	2.48	2.44
CDeOC-4A	\$100	2.63	1.81	1.54	1.22	1.16
CDeOC-9A	\$120	3.64	2.48	1.94	1.72	1.66
CDeOC-16A	\$130	4.26	2.88	2.34	2.02	1.97
CDeOC-24A	\$160	4.99	3.38	3.14	2.72	2.66 (V5R)

Item	Setup	125	250	500	1000	2500
Extra print color	\$35	.39	.34	.29	.22	.20 (V)

Setup charge(s) on first order only unless changes are made.  
Contact factory for quantities not shown.



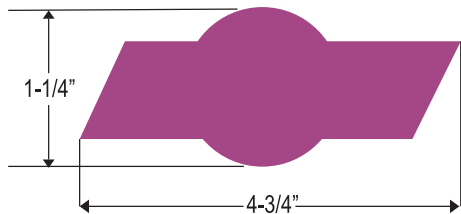




# DESIGN INFORMATION

## 1. Size Calculation

All custom design items are priced by size, not by design. To calculate the size, measure the height and multiply it by the length to calculate the square inch area.



## 2. Printing

We use exterior and interior grade hot stamp foils for a wide range of pigments and metallic effects. Four color process or halftones are not available.

Color chip(s) indicating all material colors used in manufacturing are provided for approval at no charge.

We offer two shades of Chrome/Metallic Silver imprint color: a very bright, reflective shade, and a darker shade. We have determined that the darker chrome lasts significantly longer than the brighter one.

As there are many variables involved with exterior exposure, we cannot forecast the life cycle of either product; however we do recommend using the darker of the two foils for extended longevity.

Due to variables in plastic and foil formulations, subtle color changes can occur beyond our control. Therefore, perfect color matches cannot be guaranteed.

## 3. Extra Raised Color Charges

There is no limit to the number of spot colors that can be designed into our product. Spot colors require approximately 1/16" separation between colors.

Flat printing has some line width and detail limitations. To the right are examples of each type of printing.

### PLEASE NOTE

All of our products are custom made. Items shown in this catalog are not for sale, they are examples of the type and quality of work we have done. They are not intended to represent that the products are endorsed by, or produced for the owners of the artwork, designs, or trademarks.

We reserve the right to use all products in our advertising and displays unless notified otherwise in writing at the time of the order.

### Decimal Equivalents

1/16 = .063	5/16 = .313	9/16 = .563	13/16 = .813
1/8 = .125	3/8 = .375	5/8 = .625	7/8 = .875
3/16 = .188	7/16 = .438	11/16 = .688	15/16 = .938
1/4 = .25	1/2 = .5	3/4 = .75	1 = 1.0

### SPOT COLORS WITH SEPARATION



### FLAT PRINT COLORS WITHOUT SEPARATION



### BOTH SPOT AND FLAT PRINT COLORS



### COLOR GRIDS

#### Plastic Colors

- Black
- Brown
- Green
- Forest Green
- Grey
- Ivory
- Maroon
- Navy Blue
- Orange
- Red
- Royal Blue
- Sky Blue
- White
- Yellow

#### Print Colors

- Black
- Brown
- Green
- Forest Green
- Grey
- Ivory
- Maroon
- Navy Blue
- Orange
- Red
- Royal Blue
- Sky Blue
- White
- Yellow
- Matte Silver
- Matte Gold
- Brushed Silver
- Brushed Gold
- Bright Silver
- Chrome





CARS



KIDS



NAMEPLATES



MOTORCYCLE KICKSTAND PADS



CAR EMBLEMS



IT'S YOUR LOGO SHOW IT OFF



LICENSE PLATES & BAGES



PLAQUES



BADGES



COMPUTERS



CLUBS

