



Make Your Products Stand Out With High-Quality OEM Graphics

What to Consider When Choosing an OEM Graphics Provider



At Visual Marking Systems (VMS), we know you want your business to be a recognizable leader in your industry. In order to do this, you need a reliable partner who can be the single source for all of your industrial equipment, product identification and original equipment manufacturer (OEM) graphics needs.

The problem is, your current OEM graphics don't meet your standards, or they don't stand up to harsh environments where your products are used, which makes you feel frustrated and can cause a negative perception of your brand. The quality of your OEM graphics should reflect the quality of your brand, products and company, and we understand how important these graphics are to your reputation and status as an industry leader.

In order to help you find the right OEM graphics provider, we've put together a list of considerations you should make during the vetting process.



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Strategic Support

The OEM graphics provider you choose should be a strategic partner that works with you to provide the right solution the first time, and every time. This provider should be more than a vendor. You need a partner that takes a proactive approach, providing prompt and innovative services for your particular needs, such as:

- Identifying any pain points or failures that you're experiencing
- Proposing a strategy and/or suggesting alternative standardized materials that can save your organization money



Efficient Services

Not all OEM graphics providers offer the same solutions.

Look for a company that can help you meet your needs with a wide range of services, from printing to customized graphic design to graphics installation. It's a good idea to connect with a company that has a wide range of capabilities that can be tailored to your unique needs and keeps these three things in mind:

- Material performance in your specific application
- Your exact specifications
- How to deliver a high-quality product at the best price possible



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Quality Assurance

Quality should never be compromised when printing OEM labels, decals, overlays and nameplates. Poor-quality OEM graphics can damage your brand and your customers' perception of your company. Look for an OEM graphics partner that has the design and technical know-how to ensure flawless results.

Quality partners also use the latest technology and are ISO-certified. ISO certification should instill confidence, as it shows the provider has the processes and procedures in place to deliver consistent quality in manufacturing.

Companies that have solid quality management systems create high-quality products and have great reputations. Quality suppliers of OEM graphics can show examples of previous work and share testimonials from satisfied customers—don't be afraid to ask for them.



Customer Service

Make sure you choose an OEM graphics provider that puts a strong emphasis on customer service. Receiving updates on lead time/product information, as well as getting assistance with graphic design, material selection, printing process recommendations, product design and quality assurance programs are all things you should look for when choosing a partner.

If a company you're considering doesn't make you feel like your project is truly important to them—and/or they don't have a reputation for being an OEM graphics manufacturer clients can depend on—move on.



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Product Testing

Industrial OEM customers may often require extensive product testing to ensure high quality levels and complete compliance with industry standards. When you're vetting an OEM graphics company, find one that offers a range of quality and environmental testing capabilities, such as:

- **Dimensional Stability:** Tests how well a product retains the proper shape and dimensions after being exposed to extreme conditions, such as cold and hot temperatures
- **Ultraviolet Weathering/Accelerated QUV Testing:** Tests how well the product retains its dimensions, color, appearance and adhesion when exposed to extreme ultraviolet lights for extended periods of time
- **Shelf Life:** Combines a series of test results to determine the optimum time a product will remain usable while remaining in inventory
- **Abrasion Resistance:** Tests how well a product performs when repeatedly exposed to rough, abrasive surfaces
- **Chemical Resistance:** Tests how well a product performs when exposed to chemicals, such as oil and gasoline



Proven Printing Solutions

For more than 60 years, VMS has helped thousands of companies just like yours visually transform their brands and products. We're the reliable single source you need for printed OEM graphics that can withstand the harshest environments and accurately reflect the quality of your brand and products. We'll help you gain an edge with OEM graphics that make your company stand out against the competition.

Let Us Help Your Products Stand Out With High-Quality OEM Graphics

Improve your company's brand with custom printed OEM solutions for your equipment and product identification needs.

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