



MAJOR AND SMALL APPLIANCE MARKET:

Server Products
Richfield, WI

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Producing equipment for big consumer food companies and representing the images of such highly recognizable brands leaves little room for error. The folks at Server Products of Richfield, Wisconsin, know this all too well and take proactive steps to ensure their point-of-use food dispensing products not only meet operational expectations, but also protect their customers' valuable brand identities. This is no easy task, considering the environments in which Server dispensers, warmers and food stations operate. Heat, cleaning products and frequent use/handling can wreak havoc on branding labels. Any degradation or signs of wear can diminish the customer's image in the marketplace.

Working with Empire gives Server Products management peace of mind that the branding decals and magnetic wraps used to customize their products for each customer maintain brand integrity. For each product, Empire conducts tests on prototype units to identify the most durable material/adhesive combination. The tests expose each decal to the same high temperatures and cleaning solutions involved in regular foodservice operations. In addition, for each customer, physical color samples are referenced to achieve precise color matching using Empire's Color Management System. The end results are highly durable branding label solutions that impress and delight customer after customer.



HIGHLY DURABLE BRAND IDENTITY PRESSURE SENSITIVE AND MAGNETIC DECALS

