



POWER TOOLS MARKET:

Ergodyne

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One of Empire's customers, a leader in the development of workplace safety and protective gear, sells an innovative line of tethering rigs designed to prevent dropped objects on the worksite. Each rigging system is specially designed for the size, shape and weight of the tools it is designed to secure. Use the wrong tether, and the integrity of the rigging could be compromised. Several of the rigging solutions employ a bracket, which is attached to a power tool or other piece of equipment using a nut, a washer and an identifying tag/label. The label is rigid and includes a product number, safety warnings and weight capacity specs. The information it provides is critical to the safety of the rigging solution and its rigid construction maintains durability. Problems arose, however, because the labels were actually too rigid, and began to warp and wrinkle, making it difficult to read the safety information.

Empire met with engineers at the company and inspected the damaged labels to determine the root of the problem. Empire then evaluated several materials for stability and durability, as well as for compliance with evolving health and safety standards. The team produced samples for testing and after rigorous evaluation to ensure they would maintain their form and function, the customer approved the new label, which is now the standard for this expanding line of safety gear.



BRAND IDENTITY
WHITE REFLECTIVE
VINYL DECAL



PRODUCT INFORMATION
VINYL DECAL



PRODUCT IDENTIFICATION
SYNTHETIC PAPER TAG

