

# HONORING OUR HEROES

## Making Recognition More Dynamic



When a local Fire Department announced that they'd be giving their firefighters a laser engraved plaque at their year-end recognition event, a loud groan was heard across the crowd. The organizers of the event took that feedback to heart and decided to choose a different award to "freshen" up the year-end recognition occasion.

The firefighters were delighted to hear this news!

After years and years of giving employees a walnut plaque with an engraved plate, the organizers started looking for something totally unconventional but still fitting for a primarily masculine group of recipients.

The distributor working on this project contacted us and explained the scope of this project. We quickly realized that the best imprint option for this award, and group of recipients, was 3D subsurface laser engraving.

The 3D application was unexpected and unique – an elegant alternative from a wall plaque. More importantly, it allowed for enough detail that we could capture the fine details of the firefighter uniform, equipment, and water splashing with accuracy.

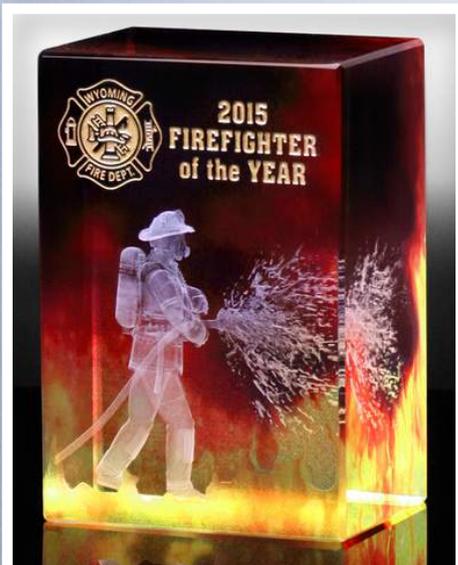
To make the award even more

dramatic, we chose to accompany the image of a firefighter with a full-color blazing background using Illumachrome™ and added a deep etch of the logo to the front of the award.

The recipients of this award were impressed with its overall design but especially the attention to detail. All the elements of the uniform, work boots, and equipment, were visible and accurate! In addition, the award was so colorful it simply could not be ignored.

The recipients enjoyed sharing their awards with their family members and friends.

This is just one example of how one customer used the 3D subsurface laser engraving process to add "The WOW Effect"® to their recognition occasion. The options are truly endless!



3D SUBSURFACE + ILLUMACHROME™



3D SUBSURFACE