

IN-MOLD DECORATING

WILSON•HURD®



To differentiate your product from the competition, consider using a custom in-mold decorated (IMD) insert from Wilson-Hurd®. From automotive to appliance to cosmetic packaging to telecommunications, Wilson-Hurd is able to serve a wide array of markets with our in-mold decorating capabilities. Ideal for three-dimensional parts, as well as parts requiring tightly registered graphics, back-lighting, or multiple colors, in-mold decorating reduces costs by eliminating secondary operations.

How does the in-mold decorating process occur?

A film insert is printed, then formed using an AccuForm® process, and then die-cut to fit your mold. All three of these steps take place within our own manufacturing facility, allowing us to maintain ultimate control of your in-mold decorated parts. You can rely on our experienced team of engineers to carefully analyze your requirements to assure a precise fit to the final application of your in-mold decorated button or appliqué.

With in-mold decorating, we print all graphics to the back, or second, surface — providing ultimate protection from scratching or peeling. In fact, the decoration of your part is virtually indestructible as the graphics become embedded into your part during the molding process.

At Wilson-Hurd, quality assessments take place during every stage of the in-mold decorating process. Our expert color lab technicians employ a spectroradiometer to measure for accurate light intensity and color during daytime or nighttime viewing. All of this happens in a darkroom designed specifically for checking for complete color accuracy and coverage under a variety of conditions.

When your application demands are suitable for in-mold decorating, partner with Wilson-Hurd for that truly distinguished advantage.



Formed & Molded Buttons

Formed IMD Buttons

Formed & Molded IMD Appliqués