

Metalcraft announces new logo, website

Nearly 65 years of innovation on display at idplate.com

MASON CITY, IOWA (Sept. 16, 2015) – Metalcraft today announced a new logo to reflect the company’s culture of innovation and a new website detailing their ID solutions – both moves that create a better understanding of the power of data unleashed with the most effective ID technology.

“We’re problem solvers who thrive on challenges and make the complex simple,” said Metalcraft president and CEO Steve Doerfler. “As an ID solutions company, Metalcraft uses modern technology to deliver tremendous value around the world.”

The new website at <http://www.idplate.com> details products and applications; there are videos and case studies tied to each product to show the value of the solutions.

Metalcraft’s new logo emphasizes the dual meaning in the name. Metal, with its properties of strength, durability and adaptability is the medium – the raw material used to make the physical product. Craft speaks to the knowledge and expertise that transforms metal into technically sophisticated, high-performing, purpose-driven products. It’s the human element behind the product.

“Metalcraft works to understand customers’ ID applications even better than they do to deliver a superior customer experience,” said Doerfler.

The company will celebrate its 65th anniversary on November 14, 2015.

For more information or to receive free samples, visit <http://www.idplate.com> or contact a Metalcraft ID Specialist at 800-437-5283.

About Metalcraft

Metalcraft has provided property identification solutions since 1950. From a headquarters in Mason City, Iowa, Metalcraft has provided thousands of businesses throughout North America and around the world with a wide range of choices in durable nameplates and labels to meet the needs of the ever-evolving industry of tracking and controlling. These customized products may include consecutive numbers using barcode and/or RFID technologies. Metalcraft nameplates and labels are made from the toughest materials – polyester, anodized aluminum, stainless steel, polycarbonate, ceramic and more – to withstand environments ranging from mild to extreme, resisting abrasion, caustics/acids, solvents, salt air, high temperatures, and UV rays. Visit <http://www.idplate.com> for more information.

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