



Installed RainCell™ rainwater collection tank.

PSI Brand's Vibrant In-Mould Graphics

Enhance Urban Rain Systems' RainCell™

When Urban Rain Systems set about creating a new rainwater collection tank, they knew their product had to stand out in the market place. That meant the new, unique, attractive design of the RainCell™ demanded bright vibrant graphics that caught the eye of the consumer. Gary Burchell, from Urban Rain Systems, says the company had a couple of considerations to take into account when looking at labeling the new product.

"Firstly, we knew this tank had to be high quality and aesthetically pleasing to be accepted into the urban market. Secondly, we needed to display our product name in a professional, neat way that would stand up to the strong South African sun. We felt that in-mould labeling was our only viable option".

It is out of this need that Urban Rain Systems went looking for a supplier of such a graphic application system. "We're the only tank manufacturer using in-mould labeling in South Africa as far as we know, so there is very little information here about the process. After researching Internet sites we found what we were looking for at www.psibrand.com. PSI Brand was quick to

respond and to supply us with all the necessary information, quotations, and free samples we needed for our extensive trials," said Gary Burchell.

After initial trials were performed with IN-MOULD and POST-MOULD samples, Burchell felt that to complete his evaluation he needed actual IN-MOULD samples of his RainCell™ logo for further trialing in a production environment. Following the receipt of these custom samples, the final trial proved a great success eliminating any doubt of inconsistency. The advantages that the graphics offered and the benefits became so much more evident.

PSI Brand's head graphic designer Matt Hubball is proud of the work and attention to detail his company presented on the RainCell™ project. "One thing the team here always enjoys is following a project through from its inception to successful launch", he said. "We were impressed with the overall design and classic styling of the RainCell™ and were dedicated to providing a graphic that will both enhance the look and highlight its quality. The graphics had to have a very

high definition and unbeatable brilliance. Heavy rain, harsh sun, harmful UV rays; they're no match for our graphics."

Matt Hubball also endorses the ease of application which users of PSI Brand graphics will experience with this system. "We can always be very confident it will work for our customers. Many moulders are now not only discovering this unique system, but also reconsidering using graphics when shown the features and benefits that PSI Brand offer," he said. "With the graphics featuring pre-applied adhesive, the peel & stick concept is designed for simplicity of application and the skills required are straightforward and uncomplicated to pass onto any operator.

The simple IN-MOULD system as used by Urban Rain Systems is renowned for its durability, abrasive resistance, opaqueness, unlimited shelf-life, and minimal scrap rates making it a breeze for us to supply graphics to rotational moulders anywhere in the world," Hubball added. This is reinforced by Gary Burchell who cites it as a key reason and advantage for using PSI Brand. "The graphics are very user-friendly. They are reliable and offer consistent results. PSI Brand is also an

excellent company to partner with because they supply great technical advice and after-sales service. We also found that once the graphics have been applied and the moulding is complete, it's the quality of the finished product that stands as testament to a top-range graphics system. PSI Brand graphics have given us a very clear product distinction in the market place. Our RainCell™ tank is seen as a high-quality product and with it we've been able to secure a firm place in the market," said Burchell.

PSI Brand is based in Hawke's Bay Wine Country, in Napier, on the sunny East Coast of New Zealand, and has been supplying many moulders, fabricators, and end users throughout New Zealand, Australia and the Pacific Rim for over 12 years. More recently, they have dramatically increased

sales in the U.S. and Canada through their exclusive agent in the U.S., Terrance Gillian of Paladin Sales. Also represented in Europe through Walter Bonazzi of Aeroplastik, Italy. Wider still, PSI Brand is supplying directly to Asian countries such as India, China, Japan, and Thailand.

PSI Brand can provide not only high-quality IN-MOULD, but also POST-MOULD graphics. POST-MOULD graphics allow

a plastic product to be permanently branded after the moulding process. This is particularly useful when the mould area where the graphic is to be applied is difficult to access, the product is very large, or the brand required is not known at the time of moulding. Both techniques, IN-MOULD and POST-MOULD, are fully explained in detail on the PSI Brand website, www.psibrand.com.

Permanent graphics as used by Urban Rain Systems for product name identification and recognition are also ideal for warning and instructional labels, serial numbering and barcodes, or purely just to enhance the aesthetic look of a product.

PSI Brand have now extended their range of

permanent graphic products and offer systems not only for use by rotational moulders, but also for injection, blow moulding, and thermoforming applications. All systems have been rigorously tested by an independent laboratory and have proven to withstand over 2500 hours in a QUV Weatherometer without showing any signs of deterioration or colour fade.

Upon request, PSI Brand will send you free samples to test in your plant on your own products and moulds. This means product testing can be even more robust and you'll have a much clearer direction for future marketing of your own or your client's product or brand.

For more information on PSI Brand products visit the website at www.psibrand.com or telephone PSI Brand on +64 6 8336043.



High definition permanent in-mould RainCell™ logo



Aesthetical RainCell™ rainwater collection tank.