

Texas Nameplate Company

Granted Patent

Latest Patent Covers Chemically Etched Two Dimensional
Matrix Symbols and Method and Process for Making Same

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DALLAS, TX – Texas Nameplate Company (TNC) announced today that it has been issued a patent by the U.S. Patent & Trademark Office that covers the method of chemically etching a 2D matrix code, Quick Response Code (QR code) or Unique Identification Label (UID). The patent, U.S. Patent No. 8,540,285, is officially titled, “Chemical Etched Two Dimensional Matrix Symbols and Method and Process for Making Same.”

The process covered by the new patent enables TNC to chemically etch QR codes and UIDs on traditional metal nameplates. TNC’s patented process can be employed in such practical applications as TNC’s DIGITAL NAMEPLATE® identification tags that may be made by the method of U.S. Patent No. 8,540,285.

“Having been at the forefront of the industry for more than 60 years, we’re confident that our chemically etched 2D matrix codes will revolutionize nameplates,” said Dale Crownover, President and CEO, Texas Nameplate Company.

These unique codes, combined with smartphones and other scanning devices, allow for more information to be stored digitally and, thus, transferred more quickly. By electronically transferring the information, TNC’s patented process helps preserve the integrity of the encoded data and minimizes the room for human error and interpretation.

Unlike traditional, painted metal nameplates, TNC’s 2D matrix codes are chemically etched, meaning the codes can last a lifetime, withstanding harsh environments like salt water, outdoor elements common in oil fields and extreme temperatures and sun exposure prevalent in the solar and energy industries. TNC’s patented process of chemical etching allows for these codes to be read electronically even after the color fades away.

“With the chemically etched 2D matrix codes, we’re now able to offer our customers a product feature that will provide them with unmatched benefits and advantages for decades to come,” says Crownover.

Over the past five years, throughout the patent application and examination process, TNC has continuously promoted the new technology to various industries, including valve manufacturers, original equipment manufacturers (OEMs) and companies in the energy, oil, safety and solar industries. The 2D matrix codes can be used in coordination with a company’s preexisting 1D or 2D scanners, barcode readers or smartphones – taking users to digital instructions, technical manuals or URLs when scanned. In addition, TNC’s proprietary technology is especially advantageous in optimizing inventory management.

TNC's innovative technology is different from manufacturers' previous attempts at printing UIDs and QR codes in that it allows for the codes to be chemically etched onto the metal nameplates and quickly produced in large quantities - with little to no cost incursion for customers. The result is a truly superior **DIGITAL NAMEPLATE®** product label.

About Texas Nameplate Company

Texas Nameplate Company (TNC) is a customer-oriented, family-owned nameplate and label manufacturer located in Dallas, Texas. Since 1946, TNC has provided original equipment manufacturers and companies in the oil, gas, energy and safety industries, along with countless others, with high quality nameplates, identification tags, custom labels and other industrial goods. TNC has twice been recognized as a Malcolm Baldrige National Quality Award recipient, as both the smallest business to receive the award and first small business to be honored twice. For more information on Texas Nameplate Company and DIGITAL NAMEPLATE® identification tags, please visit www.nameplate.com/.