



# Lensclad technology

## Nameplate



CASE STUDY

### The challenge

Traditionally, when nameplates are first made, they are sleek and beautiful. But after time, it is inevitable that the nameplate will become worn down due to environmental conditions. Challenging outdoor environments and elements, like those presented when operating an automobile (gravel, wind, rain, hail; potentially at high speeds), as well as interior wear and tear, can dent and scratch a nameplate, ultimately diminishing the overall look of the component, vehicle, and brand.

If you've got a problem, GMN Automotive will find a solution. Realizing the overall effect time has on a nameplate that is a problem our customers almost universally face, GMN Automotive was motivated to find a way to preserve the nameplate to showcase it in a visually appealing way.

### Project goals

- Develop a metal nameplate solution that is:
  - Visually-striking
  - Resilient against “real world” environmental conditions

### The solution

Taking into consideration cost and efficiency, GMN developed a technology known as Lensclad, a solution that is not only visually impactful, but also protects the surface and color of nameplates from typical wear and tear. The GMN team developed Lensclad as a proprietary process that creates a durable, versatile, and attractive nameplate, logo, or other branded component. The process involves a clear coating which, when applied to a metal nameplate, acts as a lens that magnifies the

**DURABLE,**  
**VERSATILE,**  
**& ATTRACTIVE**

**PROTECT AGAINST:**

- ✓ GRAVEL
- ✓ WIND
- ✓ RAIN
- ✓ HAIL
- ✓ AND MORE

underlying nameplate and amplifies the look of colors and embossed elements. Lensclad creates a dramatic, almost 3D aesthetic and provides a high-impact branded graphic. In addition to durability and aesthetic appeal, the GMN team designed Lensclad to be flexible — it can be used on both flat or formed surfaces, making it ideal for a variety of applications.

The goal was to create a self-healing technology that prevents everyday environmental conditions from deteriorating the overall quality of the nameplate. By developing this Lensclad technology, GMN Automotive has transformed the traditional nameplate into a durable, dependable, and

affordable component that is perfectly suited for any automotive application. From Chrysler airbag badges to Fiat wheel emblems, our Lensclad technology can now be found on numerous cars on the road today.

