

# Product Branding Services

## A Powerful Competitive Advantage

UNICOM Engineering is committed to protecting your brand and to offering services that bring it to life and create the end user experience that you desire. Whether you have a clear idea of what the final product should look like or prefer ideas and interpretations based on



your design elements, our team can help create the differentiated product needed to stand out in the crowd. To this end, we offer a full range of branding services that allow you to quickly and cost-effectively deliver your product complete with your own logo and style.

## Standard Hardware Services

- Standard branding of your product, designed to your look and feel is included at no additional charge
  - 1U or 2U standard UNICOM Engineering bezel design (fixed or removable). Maximizes branding area, thermally approved, light pipes for LEDs, regulatory invisible (re-branding requires NRE)
- Product Integration:
  - BOM Lockdown
  - Operational labels
  - I/O port covers
  - Tamper proof screws
  - cULus / FCC Part 15 Class A / VCCI / CE regulatory based on UNICOM Engineering's testing pool of processors, memory and hard drives, as well as dual port and quad port copper NIC cards
- Product calculations:
  - Predicted Failure Rate (PFR)
  - Annual Return Rate (ARR)

## Custom Hardware Services - NRE

- We offer a variety of custom branding services that allow you to enhance the out-of-the-box experience to meet your specific requirements:
  - Stamping and forming (sheet metal)
  - Extrusions (aluminum)
  - Injection molding (plastic)
  - Finishing: paint, powder coat, anodize
- Product Integration:
  - cULus / FCC Part 15 Class A/VCCI/CE regulatory components that aren't found in the UNICOM Engineering testing pool.
  - Interface cables (type, size, color)
  - FLASH adapter PCBs

## AT A GLANCE

### Standard Branding

- Standard UNICOM Engineering bezel (platform specific) with the initial customer logo label
- Hardware setup guide
- Restore CD (if required)
- Plain brown inner document carton
- Plain brown outer ship carton with customer branded logo labels

### Custom Branding

- Appliqué label for the top of the platform (platform specific)
- Custom mounting kits (hardware, rails, etc.)
- Carton customization (silk-screen or pad printing of logo and/or graphics)
- Custom bezel

## Examples of standard product services

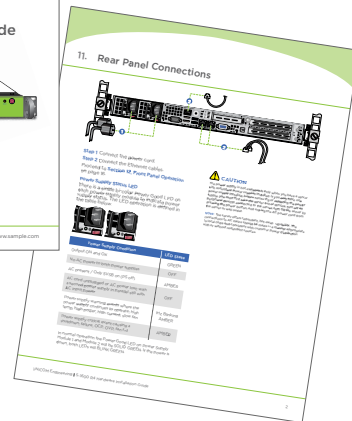
Example of a standard UNICOM Engineering style bezel



Example of a standard style bezel label.



Example of a hardware installation guide\*



Example of a CD label\*

Example of a ship carton label, showing placement on the side of the carton\*



11" x 4.25"  
ship carton label

### NOTES:

- \* Carton styles vary according to product platforms and may require specific label/logo placement and have various pre-printed markings.
- \* Hardware installation guides are included with most standard products.
- ❖ CD labels are optional, and may be subject to additional charges.

## Examples of custom branded products

Estimated production time for product customization:

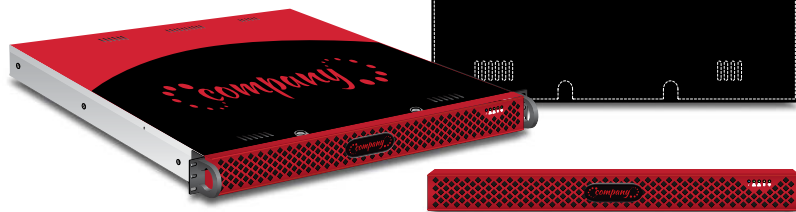
- Appliqué: 5 - 6 weeks
- Integration services: 3 - 8 weeks
- Tooled bezels: 16+ weeks
- Non-Tooled bezel: 5 - 6 weeks
- Product re-branding: 3 - 5 weeks

Example of an appliqué label

The example below/right shows a product with an appliqué label placed on the top of the platform and a custom bezel on the front.



Example of custom pad printing on a ship carton\*



Example of a custom bezel

Also offered, but not shown are custom rack mounting kits.

[sales@unicomengineering.com](mailto:sales@unicomengineering.com)

[unicomengineering.com](http://unicomengineering.com)

[twitter.com/UNICOMEng](https://twitter.com/UNICOMEng)

[facebook.com/UNICOMEng](https://facebook.com/UNICOMEng)

+1 800.977.1010

[linkedin.com/company/unicomengineering](https://linkedin.com/company/unicomengineering)