

The Direct Embed Advantage

Direct Embed is durable, flexible and cost effective, but don't just take our word for it. See how well it stacks up against other materials.

Process	DIRECT EMBED	High Pressure Laminate	Alpolic	Porcelain Enamel
Durability	Highly durable and able to stand up to ultraviolet light, pollution and vandalism.	Highly durable and able to stand up to ultraviolet light, pollution and vandalism	Highly durable and able to stand up to ultraviolet light, pollution and vandalism	Highly durable and able to stand up to ultraviolet light and pollution. Susceptible to vandalism
Materials	Can be applied to multiple materials including metal, glass, MDF and stone	Singular material	Singular material	Singular Material
3-Dimensionality	Seamless integration with any dimension, Edges can be treated as well	Two dimensional surface, Black edges only	Two dimensional surface, no edge treatment	Limited dimensionality
Patterns	Stock and custom images, limitless possibilities, perfect resolution	Custom only, good resolution	Stock only, perfect resolution	Custom only, perfect resolution
Price	Low price per square foot.	Low price per square foot	Low price only through large scale quantity purchase	Highest price. At least double the cost of other processes
Quantities	Can get started with any quantity	Can get started with any quantity	Requires large quantities before production	Can get started with any quantity
Turnaround	3 weeks or less depending on quantities	3 weeks or less depending on quantities	4 weeks +	6 weeks +
Image Clarity	First surface. Superior color and detail representation. Excellent small and knock-out type execution.	Second surface. Print image on paper and mount behind non-glare face. Fair small & knock-out type execution	No additional graphics	First surface. Superior color and detail representation. Excellent small and knock-out type execution

Order a sample and see why Direct Embed is superior to the rest.

For more information contact Direct Embed at
 6 Morris Street
 Paterson, NJ. 07501
 954.825.0410

info@directembedcoating.com
 www.directembedcoating.com