



In 1870, after serving in the Civil War, Demas Auld founded The D. L. Auld Company in Columbus, Ohio as a jewelry manufacturer. When the first automobiles were invented and started to be produced the business shifted to production of innovative decorative jewelry quality emblems and trim for the newly established automotive market. In the mid 1900's Auld supplied roughly 80% of the automotive trim market in the USA. In the 1970's Auld expanded globally. Today Auld Corporation is the continuation of the family business and over the years the family business has had well over 100 patents issued for innovate products and processes.

The markets served and products of the company have expanded over the years and current capabilities include:

- Ultra durable 30+ year exterior decorative labels, VIN tags, warning labels, asset tracking labels and variable information tags, label kits, etc.
- Decorative and/or functional aluminum machined extrusions including anodized or powder coated finishes.
- A wide range of 3D and 2D decorative emblem products including exterior automotive and marine badging, seat emblems, decorative body moldings, dash and gauge panels along with general trim.

LifeTime Label D100 construction

An exclusive newly developed product that outperforms all other label technologies.

- Unsurpassed 30+ year exterior life in the harshest environments including automotive, construction, marine, etc.
- Unsurpassed UV, chemical and corrosion resistance.
- A wide range of adhesive options for different types of application surfaces.
- Sizes from 1/8" to 4 feet by 200 feet.
- High heat resistance.
- Variable information and barcode compliant.
- Abrasion resistant.

Our LifeTime Label product has been replacing all types of labels, VIN tags, military spec photo etched metal, warning labels, 3D emblems, etc. due to its superior life and overall performance.

Other label construction options

D70 construction

- 14+ year exterior minimum life with excellent chemical resistance.
- Will not shrink or curl. High heat resistance. Scratch resistant.
- Sizes from 1/8" to 5 feet by 200 feet.

D15 construction

- Sizes from 1/8" to 5 feet by 200 feet.
- Variable information and barcode compliant.
- Limited heat resistance with a wide color gamut.
- Up to 5 year exterior life.

D10 construction

- Sizes from 1/8" to 5 feet by 200 feet.
- High heat resistance and will not shrink or curl.
- Variable information and barcode compliant.
- Wide color gamut and limited chemical resistance.
- Designed for interior applications or limited life exterior applications up to a maximum of 4 years.

3D Decorative emblems and trim

- Urethane emblems and trim.
- 2D and 3D backfilled emblems with 1st surface texture, metallization, etc.
- Acrylic emblems or trim.
- Automotive and marine seat badge emblems.
- Injection molding and tooling.
- Chrome plating.
- Metal nameplates including jewelry quality options.
- Electroformed emblems.
- Water transfer formed films.
- Paint protection films, adhesive die cuts, noise films

Decorative and machined aluminum trim, panels and emblems

- Large and small aluminum 3D extrusions or flat panels.
- CNC machining of decorative features or cutouts for gauges or a wide range of other applications.
- Laser etching of decorative graphics or variable information.
- Anodizing available along with a wide range of powder coated colors and finishes on aluminum.
- Wide capability for different sizes.
- Vacuum Forming.
- Foam and soft material cutting and processing.

Performance Details of LifeTime Label D100 Construction

UV & moisture accelerated aging:

LifeTime Label D100 construction was tested to QUV SAE J2020 testing with the most aggressive 313 UV lamps. Typically these lamps are used for ultra-aggressive “fail as quickly as possible” testing for items such as roof shingles and building materials. Testing to J2020 with 313 lamps (including both UV cycle and humidity condensation cycles) equates to roughly 7 years of exterior exposure at 1,000 hours of cycle time.

250 hours testing to this specification resulted in total failure (crazing, curling, etc.) of the industry reference common warning labels used on expensive OEM Automotive products. As a performance benchmark we also tested a 7 year warranted premium automotive cast PVC film construction and at 250 hours this film looked good. Our D100 construction looked new.

At 1,000 hours the competitor warning labels were continuing to completely fail with additional curling up and crazing and the Automotive cast PVC construction started to slightly yellow. At 1,000 hours we had zero change to the LifeTime Label D100 samples. Result: Pass

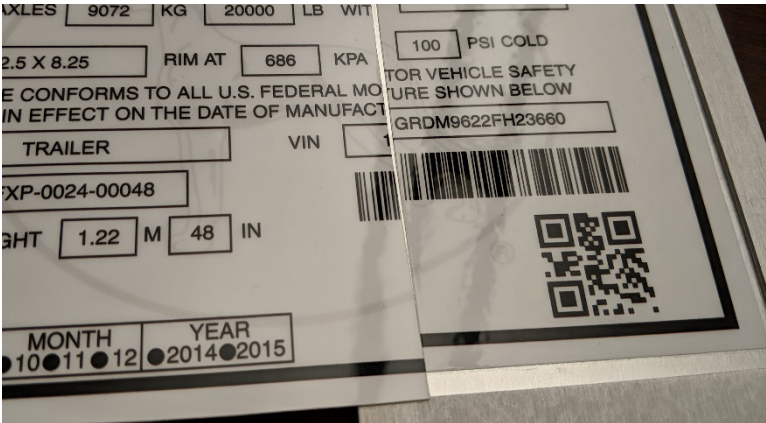
We continued onto 3,367 hours total which would equate to roughly 23 years of exterior automotive use. At 3,367 hours the cast automotive grade 7 year warranted PVC construction failed with significant yellowing and cracking along with film shrinkage. Additionally, the OEM Automotive approved urethane 3D decorative emblems yellowed. At 3,367 hours LifeTime Label D100 had zero change and the parts still looked identical to the original retains. You can see an image at the top right of the tested part and the retain next to each other.

Chemical resistance of LifeTime Label:

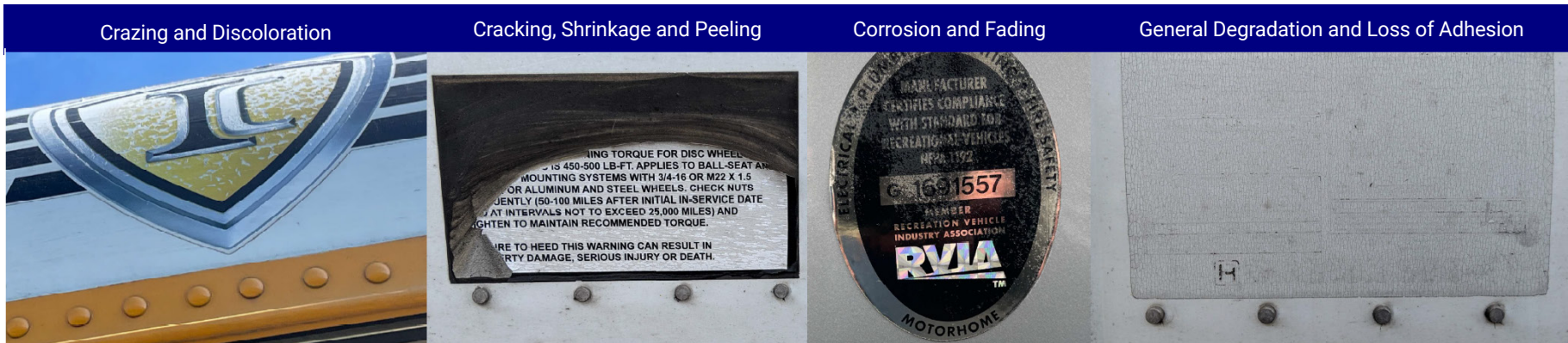
Exposure to harsh chemicals (ASTM D5402):
Result: Pass

- MEK: 25 double-rubs with continuously wetted MEK and sterile gauze: Pass
- Denatured rubbing alcohol: 200 double rubs with continually wetted sterile gauze: Pass
- Naphtha: 200 double rubs with continually wetted sterile gauze: Pass
- Other chemicals and cleaners also tested but the above represent a good cross-section of data.

Given our extensive experience in the OEM Automotive and Marine markets LifeTime Label D100 is the only printed product construction we know of that handles extreme UV and exterior elements combined with extreme chemical resistance long term without degradation.



The image above shows a **LifeTime Label** VIN tag that went through full QUV accelerated aging with moisture and UV exposure that equates to 23 years of exterior use. The piece on the left was the retain held back from testing and the piece on the right went through the 23 year testing. The gray in the background is an image that is part of the artwork for this tag along with a reflection. Note that you cannot see a difference between the retain untested part and the tested part.



Above are examples of failed competitor automotive labels in the field on vehicles or trailers. These parts are less than 7 years old.

