



## Why artwork or logo may require re-design for laser etching

A low-resolution and/or color logo may be unsuitable for laser etching for several reasons:

1. **Resolution and Detail Loss:** Laser etching requires high-resolution images to ensure that fine details are accurately reproduced. A low-resolution logo will lack the necessary detail, leading to blurry, pixelated, or indistinct etched results.
2. **Color to Monochrome Conversion:** Laser etching often works best with monochrome or grayscale images, as the process relies on contrasting shades rather than colors. A color logo must be converted to grayscale, which may not preserve the necessary contrast or details in a low-res image.
3. **Scaling Issues:** Low-resolution images do not scale well. When the image is resized to fit the desired etching area, the lack of resolution becomes more apparent, leading to jagged or distorted edges.
4. **Edge Clarity:** Laser etching emphasizes the edges of designs. Low-res images may have anti-aliasing or blurred edges, making it difficult for the laser to create clean, sharp lines.
5. **Complexity of Design:** Logos with intricate designs, gradients, or fine text require a higher resolution to capture all details accurately. Low-resolution images often simplify or obscure these elements, which can result in an unsatisfactory final product.

For the best results, use a vector file (e.g., SVG, EPS, CDR, or AI) or a high-resolution raster image (300 DPI or higher) in a format like PNG or TIFF, converted to a format suitable for the laser etching process. This ensures sharp, clean, and detailed etching. PDF files are not true vector files and may not reproduce correctly.

If your logo/artwork is deemed unsuitable, our graphics department can re-create it for etching. There is a one-time graphic fee for this service and we will store it for future orders. This new graphic file will be available to you in industry standard formats that you can supply to vendors for other projects.

Please use our [submission form](#) to upload artwork files. If you or your graphics designer has questions, feel free to contact us. Your logo and your company image are important to us.