

VisiMark

a complete source

for precision crafted

high performance

hot-stamping type

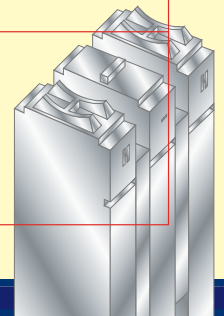
specialized applications catalog

Insulated Wire

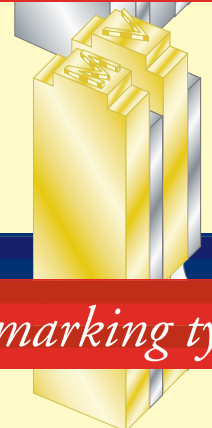
Heat-Shrink Sleeving

Electronic Components

Medical Devices



DuraChrome[®] *wire marking type*



DurAlloy[®] *industrial marking type*



VisiMark introduces **DuraChrome**[®] and **DurAlloy**[®]. The new hot-stamping type that completely out performs the brand you're using now. Here's why:

DuraChrome: Harder-than-steel wire marking type

A jacket of pure chromium, so hard that it beats stainless steel in certified Rockwell tests. That's DuraChrome, VisiMark's curved face wire marking type. Chromium provides the toughness needed for repetitive markings, even on the hardest wire insulations. DuraChrome is far less expensive than steel and it's in-stock, ready for next-day delivery.

- DuraChrome is harder and less expensive than stainless steel
- DuraChrome fits Kingsley* and Ackerman-Gould* typeholders
- DuraChrome is in-stock and available for immediate delivery

DurAlloy: Tough flat-face type

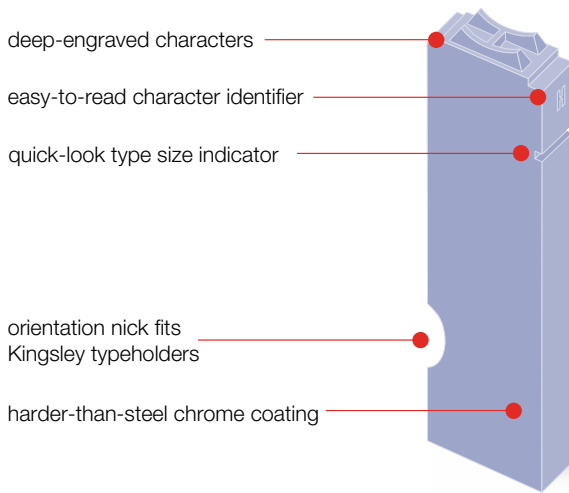
One-hundred percent tough, durable engravers brass. Ideal for marking heat shrink sleeving and flat thermoplastics. No cast type can compare with the performance of DurAlloy. In fact, we guarantee DurAlloy will provide over 100,000 clear, legible markings.

- DurAlloy- won't distort; even at temperatures of 1000° F.
- DurAlloy- fits Kingsley* and Ackerman-Gould* typeholders
- DurAlloy- 100,000 markings, guaranteed

*References to Kingsley and/or Ackerman-Gould equipment are not intended to imply endorsement of VisiMark products by these manufacturers.

Until now, industrial hot-stamping type was either too soft or too expensive. Common cast type for example, is made from soft lead or zinc. Both are poor choices for hot-stamping applications because they quickly deform under heat and pressure. Steel hot-stamping type is harder than cast type; but high prices, long lead times, and longer back orders make its use impractical and unprofitable for high production hot-stamping applications.

VisiMark's new type is neither cast nor steel. Instead we use a remarkably tough and durable alloy composition called *engravers brass*. It heats quickly and evenly, it's thermally stable at temperatures over 1,000° F. and it won't flatten or distort under pressure. DuraChrome and DurAlloy offer that unique combination of price and performance you've been looking for, without the delivery bottlenecks you're been putting up with.

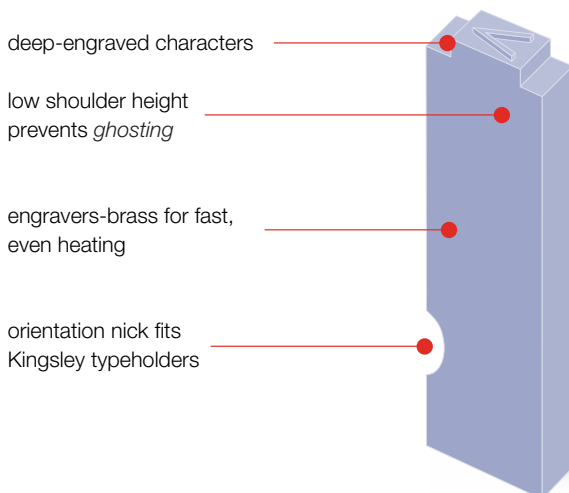


**Rockwell C
Type Hardness
Certification:**

- DuraChrome Type: 69.5
- Stainless Steel Type: < 45*

*Stainless steel typically measures less than 45 in Rockwell C analysis

Independent tests conducted by National Chromium Inc., Putnam, CT.



**Rockwell 30T
Type Hardness
Certification:**

- DurAlloy Type: 58
- Grade "X" type: <12*

Grade X type is an alloy of zinc and typically measures less than 12 in Rockwell 30T analysis.

Independent tests conducted by Massachusetts Material Research Inc., West Boylston, MA.





DuraChrome® Curved-Face Wire Marking Type

DuraChrome produces clear, easy-to-read vertical or horizontal reading legends on insulated wire and other curved surfaces. DuraChrome is available in a range of sizes optimized for marking outside diameters between .035" and .350". DuraChrome is supplied on nineteen point type bodies to fit standard, 1-line typeholders including Kingsley and Ackerman-Gould models. *Select "V" series for vertical reading type and "H" series for horizontal reading type.*

	Part Number	Description	Wire Diameter
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Vertical

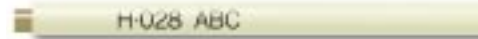
V-019-L	Capital letters	.035"-.045"
V-019-N	Numbers	.035"-.045"
V-024-L	Capital letters	.039"-.060"
V-024-N	Numbers	.039"-.060"
V-028-L	Capital letters	.045"-.070"
V-028-N	Numbers	.045"-.070"



	Part Number	Description	Wire Diameter
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Horizontal

H-028-L	Capital letters	.050"-.070"
H-028-N	Numbers	.050"-.070"
H-038-L	Capital letters	.065"-.100"
H-038-N	Numbers	.065"-.100"
H-055-L	Capital letters	.095"-.165"
H-055-N	Numbers	.095"-.165"



H-125-L	Capital letters	.165"-.350" *
H-125-N	Numbers	.165"-.350" *



*diameters greater than .350" require DurAlloy flat-face type —see following page.



DurAlloy® Flat-Face Hot Stamping Type

DurAlloy produces clear, easy-to-read legends on flat surfaces such as heat-shrink sleeving, nylon cable ties and other thermoplastics. A full range of character sizes provide single or multi-line marking solutions in demanding applications requiring maximum legibility. Twelve and nineteen point type bodies fit standard 1, 2 and 3-line typeholders, including Kingsley and Ackerman-Gould models. *Select "S" series type for 12 pt., multi-line typeholders and "F" or "L" series for 19 pt., single-line typeholders.*

	Part Number	Description	Body Size	Character Size	Specimen	
Multi-line	S-063-L	Capital letters	12 pt.	1/16"	ABCDEFGHIJKLMNO	
	S-063-N	Numbers	12 pt.	1/16"	0123456789	
	S-093-L	Capital letters	12 pt.	3/32"	ABCDEFGHIJK	
	S-093-N	Numbers	12 pt.	3/32"	0123456789	
	S-109-L	Capital letters	12 pt.	7/64"	ABCDEFGHIJ	
	S-109-N	Numbers	12 pt.	7/64"	0123456789	
	S-125-L	Capital letters	12 pt.	1/8"	ABCDEFGH	
	S-125-N	Numbers	12 pt.	1/8"	012345678	
	Single-line	F-063-L	Capital letters	19 pt.	1/16"	ABCDEFGHIJKLMNO
		F-063-N	Numbers	19 pt.	1/16"	0123456789
F-078-L		Capital letters	19 pt.	5/64"	ABCDEFGHIJKL	
F-078-N		Numbers	19 pt.	5/64"	0123456789	
F-093-L		Capital letters	19 pt.	3/32"	ABCDEFGHIJK	
F-093-N		Numbers	19 pt.	3/32"	0123456789	
F-109-L		Capital letters	19 pt.	7/64"	ABCDEFGHIJ	
F-109-N		Numbers	19 pt.	7/64"	0123456789	
F-125-L		Capital letters	19 pt.	1/8"	ABCDEFGH	
F-125-N		Numbers	19 pt.	1/8"	012345678	
F-156-L		Capital letters	19 pt.	5/32"	ABCDEFG	
F-156-N		Numbers	19 pt.	5/32"	0123456	
F-187-L		Capital letters	19 pt.	3/16"	ABCDEF	
F-187-N		Numbers	19 pt.	3/16"	01234	
F-250-L		Capital letters	19 pt.	1/4"	ABCD	
F-250-N		Numbers	19 pt.	1/4"	0123	
L-250-L	Lower case letters	19 pt.	1/4"	abcd		

DuraChrome® and DurAlloy® Symbols

Today, the requirement for special symbols and characters is often the rule rather than the exception. Our DuraChrome and DurAlloy symbol selection includes the most commonly used and the most difficult to find. Order just the symbols you need now, or save time and money by ordering a complete set. We can also create custom symbols and dies to meet your exact specifications—and usually in just a few days. Call our type specialists for more information.



Part Number	Symbol	DurAlloy all sizes	DuraChrome horizontal sizes	DuraChrome vertical sizes
S-1	Hyphen	-	-	-
S-2	Plus Sign	+	+	+
S-3	Period	.	.	.
S-4	Diagonal	/	/	/
S-5	Right or Up Arrow	→	→	↑
S-6	Left or Down Arrow	←	←	↓
S-7	Left Parentheses	((
S-8	Right Parentheses))	
S-9	Pound Sign	#	#	
S-10	Asterisk	*	*	
S-11	Quote Mark	"	"	
S-12	Comma	,	,	
S-13	Apostrophe	'	'	

Note: Symbols S-1 through S-6 are sold individually or in six-piece sets. Symbols S-7 through S-13; individual symbols only.

VisiMark Type Spacer Sets

Say good-bye to common lead spacers! VisiMark LumAlloy spacers are made from a tough aluminum alloy for fast, even heating with no spacer distortion or melting—even at temperatures up to 1,000° F. LumAlloy's low-profile spacer design prevents *ghosting*, the unwanted foil transfer that can often appear above or between type characters. LumAlloy sets contain thirty-two spacers, in three assorted widths. Use with both DuraChrome and DurAlloy type.



Part Number	Description	
SPS-12	12pt. Spacer Set	Set Contains
		four 1/2" spacers
		eight 1/4" spacers
		twenty 1/16" spacers
SPS-19	19pt. Spacer Set	Set Contains
		four 1/2" spacers
		eight 1/4" spacers
		twenty 1/16" spacers

Switching from Kingsley type?

It's easy to step up to VisiMark quality and performance—and you'll save as much as 39% in the process. Switching is simple because all VisiMark type fits perfectly in your existing Kingsley typeholders. Use the table below to find the Kingsley part numbers you normally order, then match them to the corresponding VisiMark part numbers to the right.

if you use Kingsley...

order VisiMark...

	Kingsley vertical curved			DuraChrome vertical sets or			Individual characters
	Zinc	Steel		Alpha set	Number set	Symbol set	Letter, Number, Symbol
Curved-face	•	VCS-19	or VCSS-19	V-019-AS	V-019-NS	V-019-SS	V-019-L-(), N-(), S-()
	VC-24* or	VCS-24	or VCSS-24	V-024-AS	V-024-NS	V-024-SS	V-024-L-(), N-(), S-()
	•	VCS-28	or VCSS-28	V-028-AS	V-028-NS	V-028-SS	V-028-L-(), N-(), S-()
	Kingsley horizontal curved			DuraChrome horizontal sets or			Individual characters
	Zinc	Steel		Alpha set	Number set	Symbol set	Letter, Number, Symbol
Flat-face	DSA-XC or	DCS	or DCSS	H-028-AS	H-028-NS	H-028-SS	H-028-L-(), N-(), S-()
	RSA-XC or	RCS	or RCSS	H-038-AS	H-038-NS	H-038-SS	H-038-L-(), N-(), S-()
	SA-X or	SCS	or SCSS	H-055-AS	H-055-NS	H-055-SS	H-055-L-(), N-(), S-()
	LA-X or	LCS	or LCSS	H-125-AS	H-125-NS	H-125-SS	H-125-L-(), N-(), S-()
	Kingsley horizontal flat 12pt body			DurAlloy S Series flat sets or			Individual characters
	Zinc	Steel		Alpha set	Number set	Symbol set	Letter, Number, Symbol
Flat-face	TX-1203* or	TSS2116	or TSS-2116	S-063-AS	S-063-NS	S-063-SS	S-063-L-(), N-(), S-()
	TX-1206* or	TSS2564	or TSS-2564	S-093-AS	S-093-NS	S-093-SS	S-093-L-(), N-(), S-()
	TX-1208 or	TSS2764	or TSS-2764	S-109-AS	S-109-NS	S-109-SS	S-109-L-(), N-(), S-()
	TX-1210* or	TSS2180	or TSS-2180	S-125-AS	S-125-NS	S-125-SS	S-125-L-(), N-(), S-()
	Kingsley horizontal flat 19pt body			DurAlloy F Series flat sets or			Individual characters
	Zinc	Steel		Alpha set	Number set	Symbol set	Letter, Number, Symbol
Flat-face	•	•	TSS-9116*	F-063-AS	F-063-NS	F-063-SS	F-063-L-(), N-(), S-()
	TX-1906* or	•	or TSS-9564*	F-078-AS	F-078-NS	F-078-SS	F-078-L-(), N-(), S-()
	•	•	TSS-9332*	F-093-AS	F-093-NS	F-093-SS	F-093-L-(), N-(), S-()
	TX-1908* or	•	or TSS-9764*	F-109-AS	F-109-NS	F-109-SS	F-109-L-(), N-(), S-()
	TX-1910 or	TSS9180	or TSS-9180	F-125-AS	F-125-NS	F-125-SS	F-125-L-(), N-(), S-()
	TX-1810 or	TSS9180	or TSS-9180	F-125-AS	F-125-NS	F-125-SS	F-125-L-(), N-(), S-()
	TX-1812 or	TSS9532	or TSS-9532	F-156-AS	F-156-NS	F-156-SS	F-156-L-(), N-(), S-()
	TX-1818 or	TSS9316	or TSS-9316	F-187-AS	F-187-NS	F-187-SS	F-187-L-(), N-(), S-()
	•	TSS9140	or TSS-9140	F-250-AS	F-250-NS	F-250-SS	F-250-L-(), N-(), S-()
	TX-1818 LC lower case			L-250-LC			L-250-L-()

* these sizes may no longer be available from Kingsley

Protect your Type with VisiMark Type Boxes

When you make type the way we do, you don't cut corners on boxes. We build ours from solid wood to safely handle hot type straight from your machine. We use heavy-duty handles that stand up to the weight of a full box and add a sliding lid that won't flop open if you accidentally drop one. Each box holds over 300 pieces of type, special characters and spacers in forty-nine, individual compartments to keep your investment safe and organized.



VisiMark

knows type!

VisiMark is the nations' leading after-market type manufacturer. We stock hundreds of type styles and configurations and manufacture many hundreds more.

VisiMark supplies type for virtually every brand of marking, imprinting, hot-stamping, coding and packaging machine available.

Regardless of your particular specialty, you'll find we understand your needs and speak your language.

To find out what 120 years of type know-how and experience can do for your business, call:

800-222-4650



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▶ **IMPRINTING**

▶ **CODING**

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▶ **PERSONALIZING**

▶ **STEEL STAMPS**

▶ **MAGNESIUM DIES**

▶ **LOGO DIES**

▶ **RUBBER TYPE**