

Brite Ideas

PRODUCT CATALOGUE



Brite Ideas

DIE STRUCK NO ENAMEL

- With Antique Finish -



- With Two-Tone Finish -



DIE STRUCK NO ENAMEL

- 3-D Struck No Enamel -



DIE STRUCK SOFT ENAMEL

A steel die is cut and used to strike brass or copper in the same fashion as the Cloisonne/Genuine Hard Fired Enamel process. Once the emblem is created, the pin finding is soldered and the metal plating is applied. Then the enamel paint is carefully applied by hand with a hypodermic syringe, and baked in an oven for several hours to create a durable finish like that of an automobile. Finally, you may wish to add a thin acrylic resin coating, also known as a poly dome, over the surface to give the pin a very smooth feel.

- Sample -



PHOTO-ETCHED WITH SOFT ENAMEL COLOUR FILL

This process uses the brass metal, which is thinner than the copper used in die-struck pins. Rather than die striking each emblem with a design, a black and white acetate negative is used on top of a sheet of chemically treated brass. Using a photographic acid etching process, the design is then burned onto the brass sheet, producing 70-120 duplicates of the design. Photo-etching also enables us to incorporate more details and intricate design to the product than the die struck process. The enamel paint is applied to the emblem by hand with a hypodermic syringe. This is a very difficult process and requires very high level of skill. Afterwards, the pin is baked in an oven for several hours creating a durable finish like those of an automobile. The emblem is then finely polished and trimmed, the pin finding soldered, and the plating applied.

- With Soft Enamel -



- With Poly Coat -



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PHOTO-ETCHED WITH SOFT ENAMEL COLOUR FILL

- With Silk Screening -



HI-TECH BRITE-CLOISONNE

The HI-TECH BRITE CLOISONNE process is similar to the traditional Hard Enamel Cloisonne in both the material and production process used. The only difference is instead of using hard enamel pigments in the colouring, an epoxy-like enamel is used. The finished product is virtually identical to traditional Cloisonne, but the colour is brighter, and we can match any PMS number as specified! The price is reasonable and lower than genuine Cloisonne.

- Sample -



GENERAL HARD-FIRED ENAMEL

Genuine hard fired enamel, or Cloisonne, is an ancient Chinese art form. It is the most superior level of quality that exists in pins. A steel die is made by hand and used to stamp a piece of copper to create recessed areas in the copper surface, bordered by raised areas. The emblem is then trimmed. The cloisonne pigment is made from fine coloured glass powder mixed with purified water to form a paste. Each colour is applied in the recessed area with a small metal implement and separately fired in a kiln at different temperatures. The more colours utilized in the emblem, the more firings are required.

Finally, the emblem is faced off with a soap stone and polished with a very fine pumice. Then the pin finding is soldered, and the plating is applied. Genuine hard fired enamel produces durable jewelry-like pieces with a flint-hard glass finish.

- Sample -



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HI-LINE IRON SOFT ENAMEL

- Sample -



- With Polycoat -



LO-COST IRON SOFT ENAMEL

- Sample -



EMBROIDERED CRESTS

- Sample -



- Appliqués -



Brite Ideas

Established in 1989, we strive to provide quality services and products to our customers.



- Highest standard in quality and workmanship
- Shortest possible delivery time
- Full colour spectrum including neon brites
- Professional assistance in design and production



- Low-cost future price stability
- Supervision by our top technical management team
- The combination of our new revolutionary product methods with the classic tradition of Chiense cloisonné art



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