

Images on Glass

DecoTherm®

Digital, Ceramic Frit Glass Decoration

www.decotherm.net



A Patented Success

Project Participants

- ⊗ **Client:** Howard Greenwald, PC, Rochester, NY
- ⊗ **Designer:** Greg Pershyn,
DecoTherm Design Studio Amherst, NY

Project Overview

Patent lawyer, Howard Greenwald, PC, prepared all the international patents related to the new DecoTherm digital, ceramic frit glass decoration process. In the course of his work, he received glass samples that would become part of the legal filings. He came to appreciate the beauty and versatility of this innovative glass decoration technology.

Greenwald's office had an existing opening in a dividing wall filled with plain, plate glass. He resolved to transform the ordinary into extraordinary with a decorative glass display.

Key Considerations

The law firm's company logo incorporates a light bulb, the perfect symbol representing the inventors who use patent filing services. The DecoTherm Design Studio recommended a dramatic photographic image.

"Because the setting behind the display would be dark, we chose a negative image of the photo that would reproduce the highlights of the image in a frost color,"

commented Greg Pershyn, DecoTherm Digital Imaging Engineer. "I added a geometric border and a name plate reversed out of white at the bottom that effectively frames the image, adding interest."

The DecoTherm Solution

The combination of the frost and white DecoTherm colors produced a harmonizing effect. Howard Greenwald now has a striking work of art that clients and employees can admire and enjoy. "The design turned out so much better than I ever imagined," Howard concluded. "It is truly extraordinary."

Competitive Advantage

DecoTherm is an excellent choice when you want to use photographic images in a design. Because DecoTherm is a digital technology, any photograph can be reproduced with fine, half tone detail and excellent resolution - up to 400 dpi. This is something that just can't be achieved with sandblasting and screenprinting.

Custom, multi colored designs are easily reproduced, giving designers flexibility to incorporate accent colors for contrast or highlights.