

WDS Components Help Desk

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2026-07-14 - Mark Moody - Sales and Marketing Director - [New Products](#)

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Custom ID: Personalised Components

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Developed as a practical solution for OEMs, machine builders, maintenance engineers, small manufacturers, and workshop users, the Custom ID range embeds artwork directly within the component during manufacture. This provides a permanent alternative to traditional labels or surface markings.

The new range includes control knobs, bow handles and cam lock dust covers, which

can be personalised with bespoke artwork, logos, symbols or operational markings. This allows users to clearly label machine functions, safety information, adjustment points or brand identity while maintaining the strength and reliability expected from engineered industrial hardware.

Artwork is embedded using a controlled material-colour integration process, ensuring that markings remain visible while preserving the part's structural integrity. The result is a durable solution capable of withstanding demanding industrial environments, regular handling and routine cleaning.

Integrated Identification for Industrial Environments

Labels and stickers are often applied as a secondary step during assembly: While these solutions have short term efficacy, they may fade, peel or become damaged over time.

Custom ID hardware integrates identification directly into the component during manufacture. Unlike surface-applied labels or secondary engraving processes, the embedded artwork forms part of the component itself, ensuring long-term visibility even through continuous operation.

This approach reduces the need for additional labelling and ensures consistent marking across multiple production runs. From a purchasing perspective, the ability to specify hardware with integrated identification can streamline procurement by combining mechanical components and identification features into a single product specification.

Applications Across Multiple Industries

The Custom ID range has been developed for use across a wide variety of equipment. Typical applications include:

- Packaging machinery
- Conveyor and automation systems
- Modular machine assemblies
- Production tooling and fixtures
- OEM equipment installations

The process is also well suited to access panels, adjustment points, maintenance locations and operator control areas where clear functional identification improves usability and safety.

For DIY equipment builders, workshop fabricators and small-scale manufacturers, Custom ID components provide a simple way to add professional identification without requiring separate marking processes.

Bespoke Artwork Turned into Durable Hardware Identification

Customers-supplied artwork is reproduced through a controlled production process. Designs pass through a formal draft and approval stage, ensuring the artwork is suitable for the selected component and manufacturing process.

Once approved, the final configuration is assigned a unique product code. This allows customers to place repeat orders in future, which supports repeat production runs.

Key artwork specifications include:

- Up to four solid colours per design
- Clear, high-contrast artwork for maximum visibility
- No gradient effects to ensure consistent reproduction
- Downloadable product templates available from the WDS website to support fast artwork submission
- This structured process ensures that every customised component is accurately produced while maintaining the quality standards associated with engineered hardware.

Engineered Materials for Strength and Reliability

The Custom ID range maintains the same material specifications and performance characteristics as standard WDS components. Knobs within the range are manufactured from glass-reinforced plastic (GRP) with 316 stainless steel threaded insert, delivering excellent mechanical strength and corrosion resistance. Bow handle bodies are produced from PA6 nylon, selected for its combination of toughness, impact resistance and chemical stability. The insert element used to display the identification marking is manufactured from PLA, supporting the integrated artwork feature while maintaining structural integrity. Cam lock dust covers are manufactured from flexible rubber materials, designed to protect locking mechanisms from dust, debris and environmental contamination.

Technical Information and Availability

The Custom ID Hardware range is available directly from WDS Components Ltd. Full technical specifications, dimensional data and CAD models are available. Customers interested in specifying personalised hardware can download artwork templates, review material specifications and explore the available product configurations through the WDS website.

For further technical information, artwork guidance or ordering support, visit www.wdscomponents.com or contact the WDS technical support team.