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For any product you can see a number of competitive products and the wide propaganda given by the companies made public aware about the existence of these products. So, the selling has become a difficult thing in todayâ€™s world and maintaining certain level of quality has become necessary for the survival. Unfortunately, there a lot of miscreants, those want to make easy money without much effort. They have started manufacturing products which have identical looks as a reputed product and started selling the same saying they are originals. Certainly these duplicates will not have the same quality as that of the original. So, the brand image of the original product will be at stake. By the arrival of laser technology, big industries started laser engraving and laser etching on their products. This type of laser etching is difficult to imitate and safeguarded the interests of the manufacturers to some extent.

Besides, marketing of products became tough and the cost of publicity has increased a lot. This made many manufactures to cut short their budget for advertisements. Still they need publicity. If their name is permanently there on their products, that itself will help a lot in this regard. The conventional methods of writing the name with paint or sticking printed labels are not a permanent arrangement. The paint will wash off after a long period and the stickers will tear off. But by putting metallic plates with laser etching the brand name on it will lasts for the life. Thus from the publicity point of view too laser engraving and laser etching came to the rescue of many product manufacturers.

As the technology developed, laser etching has become an easy thing. The technology which was used earlier to mark certain names or emblems has changed a lot. Now it is even used to create fine arts. This helped companies to go for exclusive pictures on their products. This in turn added attraction to the products. Moreover, these types of unique designs are very difficult to copy. So it functions as a preventer of duplication also.

Thus, from it initial form of big machineries and a technology that is used in label making, it has undergone several changes. Now laser engraving and laser etching is possible on any types of surface. Instead of marking on a label, now you can mark on the product directly with the laser technology. This increased the scope of the technology too. Now more and more people are using this technology in different walks of life.

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