



DELL BEZEL RE-BRANDING PROGRAM
PRICE LIST FOR 2010

Drake is the leader in re-branding Dell servers and workstations for the OEM marketplace. In the last 5 years, Drake has provided badges and/or bezels to over 100 resellers. This has allowed them to create a unique, customized appearance for their servers.

Our badges stand out! They are accurately printed on an aluminum metal base, precision cut, and have replacement adhesive foam inserts for secure mounting on the bezel. You may choose between installing them yourself or having Drake do that for you.

BADGES ONLY

First Time Order Set-Up	\$100
Subsequent Order Set-Up	\$50
Minimum Quantity of Badges	50 each
Oval Badge Price	\$4.00 each
Oval Badge Installation Fee	\$2.50 each

PAINTED BEZELS AND BADGES IF YOU, THE RESELLER, PROVIDE THE BEZELS

	25 Bezels	50 Bezels	75 Bezels	100 Bezels	150 Bezels	200+ Bezels
First Time Order Set-Up	\$75	\$75	\$75	\$75	\$75	\$75
Standard Color Paint Prep.	\$25	\$25	\$25	\$25	\$25	\$25
Custom Color Paint Mixing*	\$150	\$150	\$150	\$150	\$150	\$150
Bezel Painting (each)	\$57.00	\$54.85	\$52.70	\$50.60	\$46.30	\$42.00

PAINTED BEZELS AND BADGES IF DRAKE PROVIDES THE BEZELS

	25 Bezels	50 Bezels	75 Bezels	100 Bezels	150 Bezels	200+ Bezels
First Time Order Set-Up	\$75	\$75	\$75	\$75	\$75	\$75
Standard Color Paint Prep.	\$25	\$25	\$25	\$25	\$25	\$25
Custom Color Paint Mixing*	\$150	\$150	\$150	\$150	\$150	\$150
Bezel Painting (each)	\$85.00	\$82.85	\$80.70	\$78.60	\$74.30	\$70.00

The artwork that you will need to produce for the badges should conform to the following dimensions:

- Ovals need to be 1.20" x 2.68"

We accept artwork in the following formats:

- Adobe Illustrator CS with the text as outlines
- Adobe Illustrator CS with the text saved as text and with the fonts provided
- Images with a minimum of 1200 dpi in the form of .psd .jpg .tif .png

To place an order, or for additional information about Dell bezel re-branding, please contact either Clay Boykin (512) 610-1160 (clay.boykin@drake.com), or Tim Moore (512) 610-1174 (tim.moore@drake.com)

* One gallon of paint will be mixed which can paint approximately 300 bezels.