



Service Information

Dana Turns to Laser Markings for Enhanced Brand Visibility

In March 2021, Dana will begin laser marking its Spicer® brand onto its machined parts to enhance brand visibility and recognition while also improving the consistency of how the Spicer name appears across its products. Until now, Dana's Spicer products have been marked during the forging of the raw material at the steel mill. This has resulted in markings that are not always clearly visible and can wear over time. Additionally, forged markings have varied in shape and size due to part size and space constraints.



Now, with laser marking, Dana will have better control over font size and type used to mark products, delivering a crisper appearance of the Spicer name through a more reliable and constant process. The laser marking will first roll out on Spicer Wing Series® aftermarket products, including U-joints, yoke shafts, center plates, bearing blocks, and more. Gradually, more and more Spicer series and components will shift to laser markings.



Though Dana's marking process will change, technical references such as forging IDs, lot/batch numbers, and material codes will be kept for traceability.

For more information on Dana's Spicer portfolio, visit [DanaAftermarket.com](https://www.danaaftermarket.com).