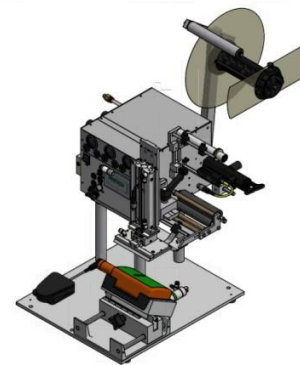


Bridging the Labeling Gap

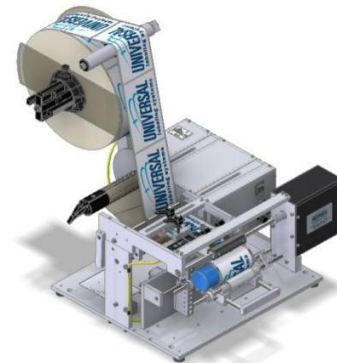
Labeling machinery manufacturers generally address the needs of customers with high volume labeling requirements. But what about those organizations with the medium-to-low volume needs? Perhaps a start-up organization with a new product they're trying to get off the ground. Another might be a large organization conducting a short run market test. Possibly a new product shape that is not conducive to traditional product handling. These are just a few issues confronting many production and contract packaging organizations. The answer to all of these questions is semi-automatic labeling.

Semi-automatic labeling has traditionally been viewed as a table-top machine that works more like a glorified tape dispenser. Semi-automatic labelers were generally designed either by small job shops without a standard manufacturing process, or as an afterthought, cobbled together by inline labeling machinery manufacturers. Design strategy, Operator's Manuals, Spare Parts Lists, and Bills of Material regarding semi-automatic labeling as a rule do not receive the proper attention found in automatic labeling systems.



The fact is that there is a gap in production labeling that can only be filled by the semi-automatic labeling process. The criteria for semi-automatic label production can include any of the following items:

- Labeling volume under 6,000 products per day.
- Product shapes not conducive to automated product handling.
- Short run volumes under 30,000 products.
- Tight label-to-product tolerances unattainable by other automation.
- Budgetary limitations.
- Manual product handling that will not dissipate with automatic labeling.
- Low to moderate labor costs.



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