

Thermal Transfer Ribbon Applications Grouped By Industry

I. General Manufacturing/Distribution/Warehousing

A. *Asset Control Labels*

Defining the Opportunity:	Asset control labels are bar coded and used to track all capital assets. The information of each capital asset is logged into the computer as the label is applied. Individuals must then scan in the bar coded label to maintain a current inventory.
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Finding the Opportunity:	Accounting Department
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Contact People:	Chief Financial Officer Bar Code Coordinator
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Appropriate Label Materials:	Coated Paper, Polypropylene, Polyester
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Appropriate Ribbons to Test:	W90 Resin Enhanced Wax M95 Midrange Resin/Wax (higher durability) R-Series Premium Full Resin (highest durability)
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B. Bin Labels

Defining the Opportunity: Bin labels are used to identify bin locations for storage of inventory and for pulling from inventory. Individuals scan in the bar code and the information is stored for later retrieval.

Finding the Opportunity: Warehousing Environments

Contact People: Distribution Manager
Logistics Manager
Operations Manager
Plant Manager
Purchasing Manager
Warehouse Manager

Appropriate Label Materials: Polypropylene, Vinyl, Coated Papers, Kimdura

Appropriate Ribbons to Test: W90 Resin Enhanced Wax
M95 Midrange Resin/Wax (higher durability)

C. Carton Labels/Pallet Labels

Defining the Opportunity: Shipping labels are used to label both cartons and pallets. Retailers and other organizations require bar code compliant labeling that is used in their receiving departments to automate their operations.

Finding the Opportunity: Warehousing Environments

Contact People: Plant Manager
Operations Manager
Distribution Manager
Logistics Manager
Warehouse Manager
Shipping Manager
Purchasing Manager
Packaging Manager

Appropriate Label Materials: Coated Paper Labels, Polypropylene

Appropriate Ribbons to Test: W90 Resin Enhanced Wax
M95 Midrange Resin/Wax (higher durability)

D. Receiving Labels

Defining the Opportunity: Receiving labels are applied when goods are received. At this point the appropriate information is scanned and captured into the computer and the goods are stored in bins. Furthermore, the bins are labeled so that it's location can be identified when needed.

Finding the Opportunity: Receiving Department of Warehousing Operation

Contact People: Shipping/Receiving Manager
Warehouse Manager
Purchasing Manager

Appropriate Label Materials: Coated Paper, Kimdura, Polypropylene

Appropriate Ribbons to Test: W90 Resin Enhanced Wax
M95 Midrange Resin/Wax (higher durability)

Other General Manufacturing Applications to Remember

- Inventory Labels**
- Work in Process Labels**
- Quality Control/Inspection Label**
- Direct Packaging Materials (Polybags)**

II. Automotive Industry

Automotive VIN Labels

Defining the Opportunity: Automotive VIN labels are applied to the various parts of an automobile. Each part contains a bar coded label for identification, manufacturer, lot codes, etc.. Information supplied is useful for recalls, inventory, warranty requirements and for final assembly of the vehicle. It is important that the VIN labels and ribbons are durable and that the bar code label lasts for the life of the vehicle

Finding the Opportunity: Automotive Parts Manufacturers

Contact People: Distribution Manager
Production Manager
Purchasing Manager

Appropriate Label Materials: Polyester

Appropriate Ribbons to Test: R-Series Premium Full Resin

III. Retail Stores/Warehouses

Shelf Labeling

Defining the Opportunity: Shelf Labels are bar coded labels that can be found on the shelves of most retail stores. Small signs can also be printed on demand via thermal transfer printers.

Finding the Opportunity: Store Shelves

Contact People: Retail Store Manager
I.S. Manager

Appropriate Label Materials: Vinyl, Kimdura, Polypropylene

Appropriate Ribbons to Test: W90 Resin Enhanced Wax
M95 Midrange Resin/Wax (higher durability)

IV. Apparel

Apparel and Garment Tags & Labels

Defining the Opportunity:	Garment or apparel tags are tags that are bar coded and applied to various garments. Each UPC bar code contains information like price, size, etc.. The bar code is then scanned at the check out register.
Finding the Opportunity:	Retail Stores/Warehouses, Apparel Manufacturers
Contact People:	Retail Store Manager Shipping Manager I.S. Manager Operations Manager Purchasing Manager
Appropriate Label Materials:	Coated and Uncoated Tag, Polyethylene, Kimdura
Appropriate Ribbons to Test:	W90 Resin Enhanced Wax M95 Midrange Resin/Wax (higher durability) R-Series Premium Full Resin (highest durability)

V. Nurseries

Nursery Tags

Defining the Opportunity:	Nursery tags are used to identify plants and trees. The tags are permanent, must be resistant to harsh weather conditions and must last for several years.
Finding the Opportunity:	Nurseries
Contact People:	Operations Manager Purchasing
Appropriate Label Materials:	Polypropylene, Polyethylene
Appropriate Ribbons to Test:	W90 Resin Enhanced Wax M95 Midrange Resin/Wax (higher durability) R-Series Premium Full Resin (highest durability)

VI. Home Improvement

Lumber Tags

Defining the Opportunity: Lumber Tags are used to identify the type, grade and size of lumber. They are bar coded and stapled to the ends of lumber.

Finding the Opportunity: Home Improvement Stores
Retail Lumber Store
Lumber Mills

Contact People: Retail Store Manager
Operations Manager
Purchasing

Appropriate Label Materials: Polypropylene, Polyethylene

Appropriate Ribbons to Test: W90 Resin Enhanced Wax
M95 Midrange Resin/Wax (higher durability)

VII. Chemicals

Chemical Drum Labels

Defining the Opportunity: Chemical Drum Labels are labels that are mandated by the government. Each drum label must be permanent and resistant to weather and to the chemicals within the drum. In addition, the labels are bar coded and contain unique information. Their purpose is to identify the chemicals within the drums, their hazardous characteristics, proper disposal information, etc.

Finding the Opportunity: Manufacturing, Shipping, Recycling Environments

Contact People: Compliance Manager
Shipping Manager
Purchasing Manager

Appropriate Label Materials: Polyester, Vinyl

Appropriate Ribbons to Test: M95 Midrange Resin/Wax
R-Series Premium Full Resin (highest durability)

VIII. Healthcare

Patient ID Labels/Lab Specimen Labels/Pharmaceutical Labels

Defining the Opportunity:	These bar coded labels are typically applied to a wristband that is worn by the patient. All drugs, lab work, etc. are identified with these labels. Bar coded labels are applied to specimens that go to the labs. This ensures that there is proper identification back to the patient. Pharmaceutical labels are used to ensure that the appropriate patients receive the correct drugs.
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Finding the Opportunity:	Admissions, Pharmacy
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Contact People:	Lab Manager Purchasing Administrator I.S. Manager
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Appropriate Label Materials:	Polypropylene
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Appropriate Ribbons to Test:	M95 Midrange Resin/Wax R-Series Premium Full Resin (highest durability)
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