



## IDT white ink Thermal Transfer Overprints solutions solve tea manufacturer's readability problems



SAMPLE PRINT WITH WHITE RIBBON

White ink imprint from IDTIM-2 Thermal Transfer Overprinter

ribbon be integrated into the system. This new solution offered higher print quality and speed, faster dry time and most of all--improved readability. White ink on clear bags of black tea proved to be the right solution. Since the new IDT solution has been installed, the customer has experienced reduced costs due to faster printing. And, the end user is pleased with fewer mistakes being made, resulting in happier customers and increased profit. For more information on this Thermal Transfer Overprinter solution, or any of the complete line of IDT Thermal Transfer Overprinters contact IDManatidman@idtechnology.com.

Recently a manufacturer of specialty tea realized they needed to update their printing technology to meet the requirements of key customers. Their customers, including major chain restaurants, found employees were having difficulty reading product descriptions printed on bags of tea. The manufacturer's existing product ID system was comprised of a KeyPak EL800 Vertical Form Seal Machine combined with a Kiwi Ink Coder that printed in black only. Because the product was clear bags filled with black tea, the text proved to be difficult for restaurant employees to read. They could not differentiate the tea descriptions, thus causing serving errors in the restaurants. This was leading to unhappy customers and reduced profits. The manufacturer called on the specialists at IDT for a solution. Following a meeting with the packaging team, IDT recommended an IM-2 Thermal Transfer Overprinter equipped with white

## Innovative pallet labeling system built on IDT Model 250 with dual swing-arm application



Trailing Edge Swing Arm

industry leading IDT Model 250 Printer Applicator platform outfitted with a specially designed dual swing-arm application module. As the pallet travels down the conveyor, a photocell trigger the first swing-arm to apply a label to the leading panel of the pallet. After the first label is applied, the swing-arm returns to the home position. The next label is dispensed onto the custom split tamp pad. This second tamp pad is triggered by a second photocell as the pallet moves down the line. The pallet passes the applicator and the label is applied with the swing arm tamp to the trailing edge of the pallet. By developing this unique split tamp configuration, not only was IDT able to meet the client's requirements, but they were also able to deliver the added benefit of increasing line speed. By using a single Model 250 Labeler as the base of the solution, the customer can be confident the solution will hold up to the rigors of their production line. For more information on this Printer Applicator solution, or to find out more about the complete line of ID Technology Print and Apply labeler send email IDManatidman@idtechnology.com.

Solving product identification challenges is a hallmark of ID Technology. That is exactly why a global soft drink beverage company called on the specialists at IDT when they wanted to incorporate a pallet labeling system into their existing packaging line. The customer's existing system required labels to be hand applied to two sides of each pallet passing through the packaging line. This labor-intensive process was slow and costly. The customer's requirements specified the solution be comprised of industrial grade equipment and preferred the use of a single machine to reduce costs and the overall footprint dedicated to the solution. Following a meeting with the customer to walk through the production line and meet with the facilities and IT personnel, the IDT team developed a solution to meet all the customer's requirements. The IDT solution was built on the

### CONTENTS

- IDT white ink Thermal Transfer Overprint solutions solve tea manufacturer's readability problems
- Innovative pallet labeling system built on IDT Model 250 with dual swing-arm application
- IDTK-1030 Laser Coder simultaneously codes two packages at once
- Material Handling Effects Product Identification System at Cheese Manufacturer
- Directory
- TRADESHOW SCHEDULE
- How to Green Your Summer

# IDTK-1030LaserCoderssimultaneouslycodestwopackagesat once



LaserCodeonFoilPackage

A current IDT technology customer recently ordered additional IDT Laser coders for their packaging facility. The additional order was a result of the performance of an IDT Laser Coder originally installed during a demo several years ago. Once the original IDT Laser was placed on the line it never came out, and it continues to deliver a vector font imprint on their packages today. So, when the manufacturer of raisins made a change in their packaging line and needed new product identification machinery, they called on IDT. The new Laser would need to overcome the challenge of imprinting a dot matrix code on two packages running two up on the packaging line. This proved to be impossible for their legacy inkjet coding system. IDT quickly requested a meeting at the customer's facility to again conduct an in-line demonstration of the capabilities of IDT Laser coders.

Immediately following the demonstration, the customer informed IDT they had the right solution. The combination of the K-1030 Laser coders print quality, reliability, and the ability to fit within the customer's narrow 8-inch print window outperformed the competition. IDT offers a wide array of lens sizes standard with each coder, and by using the 200mm lens they were easily able to deliver the imprint within the 8-inch print window. In addition to the performance of the IDTK-1030 Laser, the customer is able to use the Laser to print vector font or dot matrix codes, and has the flexibility to change out the Lasers should one experience downtime. Overall, the customer has increased efficiency and print quality while significantly lowering overall operating costs. To learn more about this IDT Laser system, or any of the full range of IDT Laser printers, email [IDManatidman@idtechnology.com](mailto:IDManatidman@idtechnology.com).

## Material Handling Effects Product Identification System at Cheese Manufacturer



HighResolutionPrintonCarton

An animal manufacturer of mozzarella cheese was experiencing problems with their product identification system. The coding imprint was hard to read and the placement varied from box to box. The customer's existing packaging line features a conveyor that moves 15lb. cases down the line to the coding system. The system then imprints sequential numbers, date and lot codes on each case of cheese. The customer called in the specialists from IDT to review the situation and recommend a solution. During the site visit, the IDT team identified that the customer's issue was the result of several factors. Poor image quality was a result of the older coding equipment, but that issue was further impacted by the material handling at the product identification station. The material handling equipment was not delivering the boxes to the print head at a uniform distance. IDT came back with a simple, yet effective solution. First, upgrade the coding system to high-resolution inkjet technology controlled by a Marksman Pro Controller to ensure image quality

and placement. Next, IDT recommended the installation of guiderails to the conveyor. These rails would stabilize the cases as they moved through the product identification station, thus creating a uniform distance between the box and the print head. This simple solution improved accuracy of the placement of the imprint, while the high-resolution inkjet technology delivered a highly visible mark. As a result, the customer selected IDT for the application and has since realized significantly less operating costs due to a 30% savings in consumables and significantly increased uptime. To learn more about this IDT High-Resolution Inkjet system, or any of the full range of IDT Inkjet systems, email [IDManatidman@idtechnology.com](mailto:IDManatidman@idtechnology.com).

## Directory

of IDT Regional Offices

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or

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**TRADESHOWSCHEDULE**

## **IMTS2008**

September8–September13  
McCormickPlace,Chicago,IL  
VisitIDTechnologyBoothB-6318

## **PackExpoInternational2008**

November9-November13,2008  
McCormickPlace,Chicago,IL  
VisitIDTechnologyatbooth:TBD

## **WestPack2009**

February10–February12,2009  
AnaheimConventionCenter,Anaheim,CA  
VisitIDTechnologyatbooth:4901

## **Southpack2009**

March11-March12,2009  
CharlotteConventionCenter,Charlotte,NC  
VisitIDTechnologyatbooth:2113

## **PackExpoLasVegas2009**

October5-October7,2009  
LasVegasConventionCenter,LasVegas,NV  
VisitIDTechnologyatbooth:TBD

July02,2008

## **HowtoGreenYourSummer**

What'stheBigDeal?Withthewarmweatherfullyunfurled,you'vegotsomefreetimeandsomehotdays beforeyou.Thatmeanstimeofftospendatthebeach,withthekids,awayonvacation,whatever... You've gotbackyardBBQs,ballgames,tripstothe localzoo,andawholelotmoretosqueezein,butyou'renot socertainhowtomakesureyoursummervacationislookingandfeelingitsgreenest.Solet'slotionup andgetdowntobusiness.Top10tips:1.Steppin'lightFindlocalactivitieswithlowenvironmentalimpacts likeatriptothe localpark,woods,zoo,ballgame,orbeachwithfriendstorelax.2.CoolandeasyTurning upthethermostatafewdegreesonyourACisagreatwaytosavetonsofcashwhilemakingtheplaneta coolerplaceatthesametime.3.UpinyourgrillLovetoBBQ?Propaneburnsmuchcleanerthaneither woodorcharcoalbriquettes.Ofcourse,whenyou'redonegrilling,usenaturalcleaningproducts.4.The localroundupBuyfoodlocally.Farmersmarketsaregreatplacestoshop,andensurethattheveggies you'reeatinghotoffthegrillormixedinasaladhaven'ttraveledthousandsofmilesjusttoeachyour plate.5.ThegreenplatespecialUseresusabledishesratherthanplasticsorStyrofoam.6.Greeniebikini Lookforeco-friendlyproductslikeclothing,swimsuits,sandals,towels,andskincare.7.Charge!Pickupa solarbackpackordevicetotakewithyouondaytrips.Thatway,whetheryou'reatthebeachoronthe go you'llbeabletorunandrechargeawiderangeofportabledevicesonsolarenergy.8.Nopoison,please Useproductslikegarlicbarriertowardoffmosquitoes.Traditionalproductscertainlydothejob,butthey canendupturningyourbackyardintoadeathtrap.Thatmeansbirds,butterflies,ladybugs,andeventhe familydoggetsanunhealthydose.9.WetandWiseWaterusagelevelsareabigdealthroughoutmuch oftheU.S.andthesummerdroughtseasoncanreallymakethingstough.Becertaintowatchwhatyou use,waterplantsonlywhennecessary,andtakeafewminutestoinstallalow-flowshowerhead.10.The greenerroadHavetotravellongdistancetoarriveatyourdreamdestinationthissummer?Consider makingitbyroadorrailratherthanbyplane.By:KennyLuna,NorthBabylon,NY8.18.08THE exclusives (howtogreenyourlife)Source:www.treehugger.com