

Avery Dennison Case Study

Monarch®
Products and Services

Dry Wall Manufacturers Increases Productivity with High Speed Labeling Solutions!

Business Challenge:

This Customer is a large producer of dry wall material and accessories. The Customer was receiving complaints from *their* customers regarding the scan rate of bar codes being placed on their "corner bead" products. Corner beads are metal bracing material used to support sheets of dry wall.

The Customer was using an ink jet system to print the UPCA bar code on the metal corner bead material prior to it going through the forming process. The black ink jet bar code on the gray metallic material was not a good combination for scanning purposes. Rejection rate was as much as 25% at times. In addition, the Customer was having bar code growth and spacing when the equipment changed speeds. They were also faced with constant maintenance on the ink jet equipment. One of the Customer's largest customers threatened to stop doing business with them unless they could resolve this issue

In addition, bottlenecks were occurring at congested areas, especially at the end of the aging conveyor line.

Avery Dennison Solution:

A Fastrax process analysis was conducted at one of the Customer's manufacturing facilities. Working with the Customer, it was determined that a high speed printer applicator would be the perfect solution for the Customer's business challenges.



Unlike the existing ink jet equipment, the high speed labeling system would be interfaced at a different locations on the production equipment. The labels would be applied after the forming process, meaning the label would have to be placed on the product as it exited the cutting operation. This high speed labeling solution allowed the Customer to place 3/8" long x 2" wide labels horizontally at different angles on the finished product to accommodate the different

corner bead products. The printer applicators also gave the Customer the ability to input data to the printer applicators as well as perform the verification functions.

Since implementation, the Customer has experienced a significant reduction in bar code rejection rates, have kept their customers happy, saved money on equipment maintenance and significantly reduced production down time.

For more information on how a free Fastrax analysis can show you ways to improve your process and increase your productivity, call us today at 800.543.6650 prompt 5. Ask for a free Fastrax analysis of your business processes.

Avery Dennison Printer Systems Division
170 Monarch Lane Miamisburg, OH 45342
1.800.865.6650 prompt 5 Fax 1.937.865.2554

