

FOR IMMEDIATE RELEASE



IDENTCO Showcases Innovation and Experience With Two New Product Launches at productronica

MUNICH, Germany (November 14, 2017) - At productronica, the world's leading trade fair for electronics development and production, IDENTCO will be featuring two new innovative product lines designed to keep pace with ever-changing SMTA processes.

Micro-Labeling Solutions

EMS customers are continually pushing for smaller and smaller labels to improve the traceability of their products. IDENTCO continues to engineer smaller formats enabling printing and presenting for even the tightest applications. As label experts, customers rely on IDENTCO to understand and deliver on their PCBA labeling requirements and IDENTCO continues to innovate with labels as small as 2mmx2mm.

At their booth at in Hall A productronica (#A4.514), IDENTCO will showcase 3mmx3mm labels and die-cut parts on presenters and demonstrate printing of 2mm x 2mm labels on the company's industry leading ELP-I thermal transfer printer.

"It takes special skills and knowledge to print on material this small. Even the tiniest misalignment can ruin the label," said IDENTCO Founder and CEO Scott Lucas. "Our micro-labeling solutions include lab-tested durable materials and an experienced print service bureau to deliver pre-printed products for auto-application on SMTA lines."

Pick-and-Place Label Solutions

IDENTCO's broad catalog of thermal transfer PCBA solutions features stock blank labels, custom blank and pre-printed labels, as well as options for presenting via auto-apply equipment. IDENTCO's array of ribbons, printers, scanners, re-winders, dispensers and SMT label feeders will also be on display.

One of the newest product offerings is the PPL line of polyimide labels for auto-application on the SMT production line. Precision die-cut labels on quick release liners in the IDENTCO-engineered REEL-e™ format ensures static-free delivery of labels.

GLOBAL HEADQUARTERS

28164 W. Concrete Drive, Ingleside, IL 60041 USA • Phone +1 815 385 0011 • Fax +1 815 385 0359 • www.identco.com

UNITED STATES
INGLESIDE, IL

MEXICO
MONTERREY

GERMANY
HANAU

PRC
HONG KONG

MALAYSIA
PENANG

These advancements expand IDENTCO's already-broad product and solutions offering, which includes Thermal Transfer Printing solutions, Custom Printed Products, Die-Cut Part and Wire Marketing Products.

The new cutting-edge solutions and more will be on display at IDENTCO's booth in Messe Munchen Hall A at productronica in Munich, Germany, from Nov. 14-17, 2018.

About IDENTCO

Headquartered outside Chicago, IDENTCO has been delivering technology-driven, high-performance labeling solutions since 1986. We challenge ourselves to develop innovative solutions that can withstand any number of extremes and meet the strictest performance standards. With ISO-certified manufacturing facilities in the U.S., Mexico and Germany, we have a global presence and local expertise. For more information, visit www.identco.com.

Contact: Jill Morino, jmorino@identco.com, 815-385-0011 Ext. 207

#