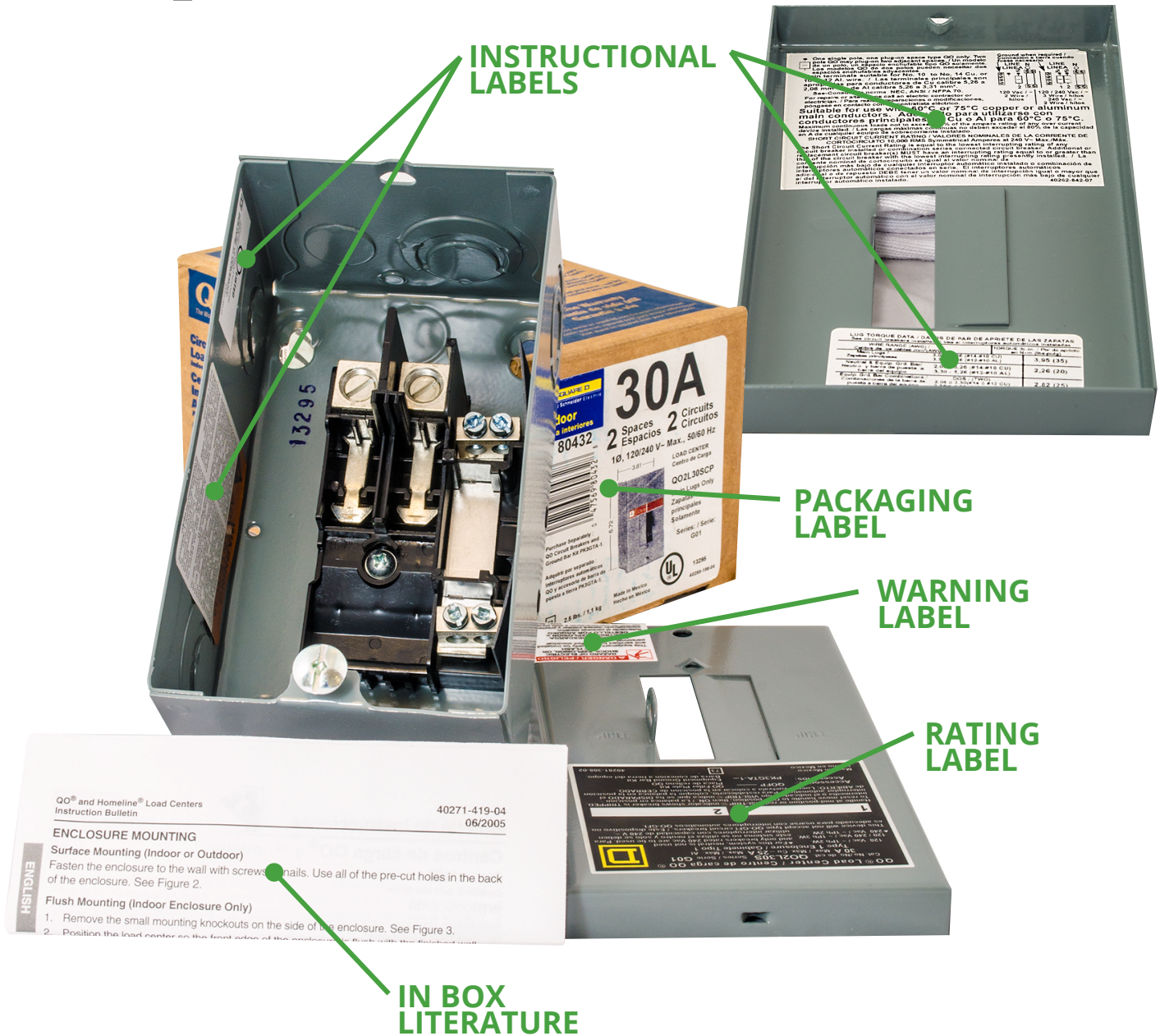


ELECTRICAL DISTRIBUTION EQUIPMENT



Labels for Life.



ELECTRICAL DISTRIBUTION EQUIPMENT LABELING

Proven label durability and performance are critical to delivering quality outdoor power equipment to the market. You need a label supplier partner that understands how to deliver the outdoor label performance you need while achieving the lowest total cost of ownership for your banding, warning, instructional, compliance and regulatory product labeling. IDENTCO is your Outdoor Power Equipment labeling expert.

ELECTRICAL DISTRIBUTION

Durable Label Material Portfolio

**IMPROVED PRINT
QUALITY,
IMPROVED RETAIL
PRESENCE**

SEGMENT MATERIAL NUMBER	MATERIAL TYPE	IDENTCO MATERIAL NUMBER*	Recommended Applications	AGENCY RECOGNITION ¹
ED101	2 Mil White Gloss Polyester, LSE Adhesive, Matte Laminate	TT760/TT764	Branding, Rating Labels, Warning & Caution, Instructional & Control	UL, cUL
ED102	2 Mil White Gloss Polyester, LSE Adhesive, Gloss Laminate	TT760/TT791	Branding, Rating Labels, Warning & Caution, Instructional & Control	UL, cUL
ED103	2 Mil White Gloss Polyester, Eco Adhesive, Matte Laminate	TT704(P)/OL1001	Branding, Rating Labels, Warning & Caution, Instructional & Control, Feature & Marketing	UL, cUL
ED104	3.5 Mil Calendared White Vinyl for Textured Surfaces	CP3010	Branding, Rating Labels, Warning & Caution, Instructional & Control, Feature & Marketing	UL, cUL
ED105	3.5 Mil Calendared White Vinyl with UV Protective Laminate	CP3100/OL5YOD	Branding, Rating Labels, Warning & Caution, Instructional & Control, Feature & Marketing	
ED106	2 Mil Bright Chrome Polyester, Matte Laminate	L213(P)/TT764	Branding, Rating Labels, Warning & Caution, Instructional & Control, Feature & Marketing	
ED107	2 Mil Matte Platinum Polyester	TT740	Rating Labels, & Regulatory	UL, CSA
ED108	White High Gloss Paper	CP1001	Branding, Instructional, Warning & Caution, Packaging & Logistics	
ED109	UL50E White Semi-Gloss Paper	TT505	Instructional, Warning & Caution, Packaging & Logistics	UL 50E
ED110	UL Indoor White Matte Paper for Challenging Surfaces	TT533	Instructional, Warning & Caution, Packaging & Logistics	UL Indoor

*Agency recognitions are shown under IDENTCO Material Numbers. Electrical Distribution Material Numbers indicate that these material constructions are proven durable label solutions for Electrical Distribution Applications and have been tested to Electrical Distribution Industry Standards for durability, performance and legibility for the expected life of the equipment.

www.identco.com

Pre-printed labels lower total cost of ownership and improve product appearance



CUSTOMER:
Global Electrical Distribution Mfr.
SECTOR:
Industrial
FUNCTION:
Branding, Identification Packaging

OUR CHALLENGE

Poor quality retail packaging labels can spell disaster for sales and brand image. One electrical distribution manufacturer found out the hard way when sales of a product started to drop and its big box retail partners began to complain. Meanwhile, Manufacturing was struggling with the source of the issue, a high-maintenance printer that was producing poor image quality and causing production disruptions.

29% Lower Label TCO
0 Production Line Disruptions
0 Retailer Complaints

OUR SOLUTION

The first order of business was to take the failing printer out of the process. IDENTCO proposed pre-printing the packaging labels for all 200 of this customer's retail products using Flexographic and/or Digital Printing Technologies. Updated label art and higher image quality substantially improved product appearance and shelf impact.

Production line disruptions ceased and the company was able to free up line space by removing the on-demand printing equipment. IDENTCO also helped establish a near line/vendor managed inventory system, since the customer had previously been printing the labels on demand. Weekly consolidated shipments ensure that they are always fully stocked.

Product Marketing and Manufacturing are both seeing the benefits of the new process.

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