

OUTDOOR POWER EQUIPMENT



Labels for Life.

INSTRUCTIONAL
LABEL

UL AGENCY
RECOGNITION
LABEL

AGENCY
RECOGNIZED
WARNING &
CAUTION LABEL

BRANDING
LABEL

EPA
COMPLIANCE &
REGULATORY
LABEL

PACKAGING
LABEL



OUTDOOR POWER EQUIPMENT LABELING

Proven label durability and performance are critical to delivering quality outdoor power equipment to the market. IDENTCO understands your outdoor label performance requirement and can help you achieve the lowest total cost of ownership for your branding, warning, instructional, compliance and regulatory product labeling.

OUTDOOR POWER

Durable Label Material Portfolio

TESTING & EVALUATION HELP DEFINE LABEL REQUIREMENTS

SEGMENT MATERIAL NUMBER	MATERIAL TYPE	IDENTCO MATERIAL NUMBER*	Recommended Applications	AGENCY RECOGNITION ¹
OD101 GraphicShield™	5 Mil High Performance Velvet Polycarbonate with LSE Adhesive	CP8005/TA1505	Branding, Rating Labels, Warning & Caution, Instructional & Control	UL, cUL
OD102 GraphicShield™ Lite	3 Mil General Purpose Velvet Polycarbonate with LSE Adhesive	CP8003/TA1505	Branding, Rating Labels, Warning & Caution, Instructional & Control	
OD103	3.5 Mil Calendared White Vinyl	CP3100	Branding, Rating Labels, Warning & Caution, Instructional & Control, Feature & Marketing	UL, cUL
OD104	3.5 Mil Calendared White Vinyl for Textured Surfaces	CP3010	Branding, Rating Labels, Warning & Caution, Instructional & Control, Feature & Marketing	UL, cUL
OD105	3.5 Mil Calendared White Vinyl with UV Protective Laminate	CP3100/OL5YOD	Branding, Rating Labels, Warning & Caution, Instructional & Control, Feature & Marketing	
OD106	3.5 Mil Calendared Clear Vinyl for Textured Surfaces	CP3020	Branding, Rating Labels, Warning & Caution, Instructional & Control, Feature & Marketing	
OD107	2 Mil Matte Platinum Polyester	TT749	Rating Labels, & Regulatory	
OD108	2 mil Brushed Silver Polyester with 1 mil Gloss Polyester Laminate	CP7003/L7003	Branding, Warning & Caution, Instructional & Control	
OD109	2.3 Mil Gloss White Polypropylene with Removal Adhesive	TT622	Feature & Marketing	
OD110	2 Mil Gloss White Polyester with 1 Mil UV Protective Lamination	TT700P/OL5YOD	Branding, Rating Labels, Warning & Caution, Instructional & Control, Feature & Marketing	

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

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Defined parameters allows manufacturers to quantify & compare best label solutions



CUSTOMER:
Hand Held Outdoor Power Manufacturer
SECTOR:
Industrial
FUNCTION:
Branding, Warning, Instructional

OUR CHALLENGE

A leading manufacturer of hand-held outdoor power equipment realized that having just one label supplier was holding them back. Were they getting the best performance from their labels? Their current label solution was working for them, but were there new, more innovative options that might provide greater value or durability? How would they identify their ideal alternative label partner if they couldn't define what they wanted or needed? They needed clearly defined testing specifications, but didn't know where to start to identify them.

7 Test Procedures
25% Supplier Diversification
10% Cost Savings

OUR SOLUTION

As an authority in label reliability and performance, IDENTCO helped the customer identify general label specifications, including a series of testing procedures that clearly defined the company's durability requirements. IDENTCO was then able to evaluate a range of material and print technologies and recommend cost-effective solutions that met or exceeded the performance of the company's current labels. The new durable labeling solutions IDENTCO identified allowed the company to reduce its product labelling costs while increasing performance and reducing risk. Our two companies have forged a strong partnership built on IDENTCO's ingenuity and innovative approach to finding new label solutions for customers.

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