



# Power Equipment Label Solutions





IDENTCO® is a customer-focused manufacturer of high-performance labeling solutions for product tracking, tracing, branding, compliance, and identification. We specialize in complete print-on-demand labeling solutions and ultra-durable high graphic content custom labels. With locations across the US and Mexico, IDENTCO supplies global OEMs and contract manufacturers with durable label solutions for the most extreme environments.

Our customers in the Power Equipment, Electronics, and Transportation markets continue to partner with us because we listen, we're proven, and we deliver.

Founded in 1986, we believe the best solutions are achieved through collaboration and we are dedicated to providing our customers with engineering-focused support and solutions. Our 36-year track record

of dedication to quality management, operational excellence, and customer service have made us the supplier of choice among top manufacturers designing products for the most demanding applications.

IDENTCO's reputation as a responsive and flexible partner is a direct result of our streamlined internal processes and, above all, our dedication to our customers. This dedication translates into unparalleled product performance, high on-time delivery performance, and competitive customer pricing. Our products and services deliver improved performance while reducing costs for our customers, and our innovations are driven by comprehensive expertise in surface chemistry, adhesives, thermal transfer ribbon formulations, printable topcoats, and precision die cutting.

We offer a wide range of products that comply with the strictest international standards, including UL®, cUL®, and CSA®, and we are proud to be ISO 9001, ISO 14001, and IATF 16949 certified.

Contact us today and discover why IDENTCO labels are the design engineer's #1 choice for durable labels.



## Power Equipment

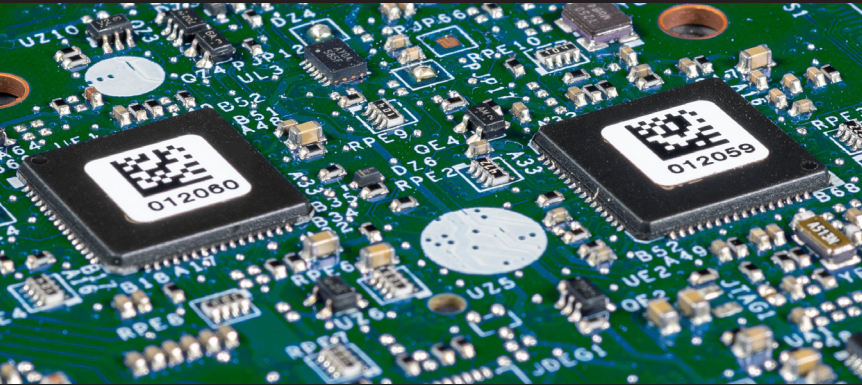
IDENTCO's track record in the Power Equipment market is second to none. We've produced millions of labels for some of the biggest brands in Power Tools, Outdoor Power Equipment, and Portable & Standby Power Generators. We understand that custom printed durable labels help keep your company, brands, and your customers safe.

Your labels face extreme conditions, from high abrasion or aggressive chemicals, to prolonged exposure to direct sunlight, to temperature extremes – sometimes all the above.

With hundreds of durable face stocks, adhesives, top coatings, and overlaminates available, we have the durable label expertise needed to design a custom solution for your unique application. IDENTCO labels are engineered to perform for the life of your product.



## Transportation



## Electronics



## Industrial



# Labels for Power Equipment

## A label is just a commodity, *right?*

IDENTCO® Power Equipment labels are multi-layered, highly-engineered products with adhesives formulated for specific applications. They perform as integrated, engineered components of your product. So, whether you're looking to differentiate your product on the shelf, communicate critical data, or want to add security features to mitigate risk and fraud, our custom printed labels can help deliver on your objectives.

We understand that your brand isn't simply just a logo; it's your identity. Our custom branding labels will help you communicate your brand identity through vibrant colors, crisp print quality and unique label materials. We utilize an array of printing technologies that allow us to precisely and consistently replicate your brand elements across your product lines.

Our Informational and warning labels will help you to clearly and reliably communicate potential hazards, safety data, and warning information. With an extensive catalog of industry-compliant materials for these applications, we can engineer a solution that helps to keep your customers informed and safe.

Given the challenges you face in developing and getting your products to market, you don't have time to worry about whether your labeling meets all the applicable rules & regulations. With IDENTCO's 36 years of experience supporting customers with compliance and regulatory labeling applications, you can be confident that IDENTCO has your back.

Critical data, including manufacturer information, serial and model numbers, and electrical specifications, need to last for the life of your product. Our chemical, abrasion, and UV resistant rating plate and nameplate labels are designed to remain legible in the harshest environments and withstand continuous indoor and outdoor operation. Our instructional and pictogram labels help to clearly communicate step-by-step instructions and other vital information.



Branding  
Informational & warning  
Variable data and barcode  
Pictograms & instructions  
Warranty compliance





Durable Materials Portfolio

There are thousands of label substrate and adhesive combinations. How do you know what’s right for you? That’s where our team of experts come in to evaluate your challenges and engineer innovative solutions. Every application is different, and your labels need to fit your unique requirements.

Our high-performance material labels are designed for the most critical applications, ensuring that vital printed data is available and legible for the life of your product. For applications with less exposure to extreme temperatures or chemicals, we offer a proven range of material options that deliver the perfect balance of performance and cost.



Vinyl (PVC)

- Great for outdoor use
- Flexible & conformable
- Good temperature resistance

Polyester

- Very high temperature resistance
- Good chemical resistance
- Great for outdoor use

Polypropylene

- High temperature resistance
- Smear & scratch resistant
- Good for outdoor use

Paper

- Flexibility, curved surfaces
- Indoor & temporary applications

IDENTCO® maintains a comprehensive library of durable materials that comply with the strictest international standards, including UL, cUL, and CSA. Our ISO certifications across all our manufacturing facilities further underscores our commitment to excellence.

We have a strong understanding of your market and the requirements established by international regulating agencies. Our application engineers will work with your team to ensure your products are compliant and that our labels perform as intended.

ISO 9001:2015  
ISO 14001:2015  
IATF 16949:2016



Materials by Application

Determining the right material for your unique application

IDENTCO has label materials for your most important requirements. Our application engineers will evaluate your requirements and determine which materials are right for your project.

Durable Material Type	Temp. Range	Branding	Warning & Caution	Rating & Nameplate	Instructional	Features & Marketing
Vinyl (PVC)	-40°C to 80°C	●	●		●	●
Polyester White	-40°C to 150°C	●	●	●	●	●
Polyester Clear	-40°C to 150°C	●			●	●
Polyester Silver Metalized	-40°C to 150°C	●		●	●	●
Polypropylene	-40°C to 80°C	●	●	●	●	●
Paper	-53°C - 93°C		●			●



Added Value Beyond the Label

Brand Identity Protection

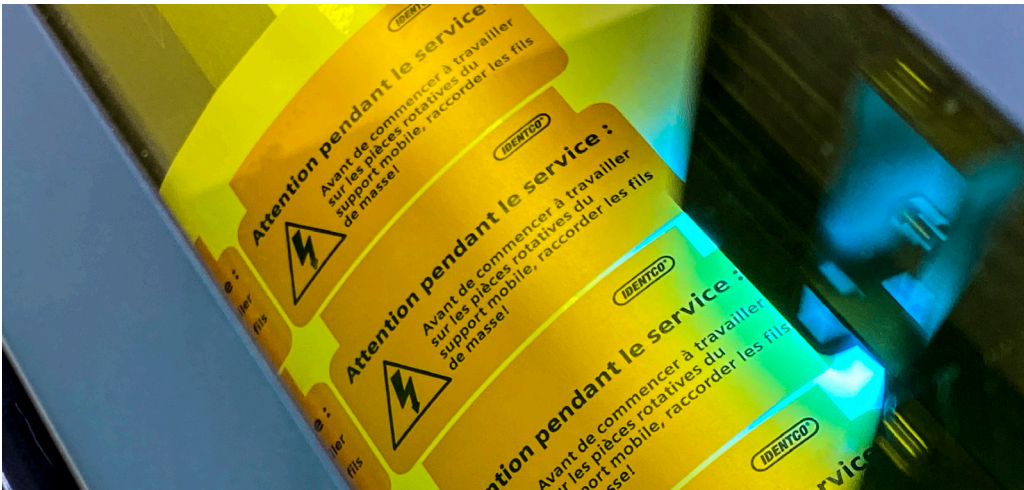
IDENTCO® understands that the reputation of your products, brands, and company are of the utmost importance. Our industry expertise ensure that your brand guidelines are strictly followed, every time.

In-house Testing

Our R&D and test lab enables us to simulate the conditions your labels may face. Testing capabilities include chemical resistance testing, peel adhesion testing, accelerated UV exposure testing, abrasion and rub resistance testing, temperature & humidity cycle testing, and water bath testing.

Rapid Prototyping

Moving at the speed of business means responding with custom solutions and fully-functioning prototypes when you need them. With advanced Digital Express Centers at each of our North American production locations, we can provide you with production-quality label prototypes in a matter of hours – not days or weeks.



Local Customer Service & Technical Support

With locations across the United States and Mexico, you can be assured that our highly responsive service and support is right around the corner. Local production and warehousing means product when you need it.

Value Engineering

Our team actively analyzes current projects and trends for value engineering opportunities. This can mean consolidating labels, delivering additional functionality to an existing label, or suggesting alternative cost-effective production options. We understand the value that organizations place on value engineering initiatives, and we will work with you to deliver on your targets.

Supplier Consolidation

IDENTCO®'s expertise in durable custom labels and print-on-demand labeling solutions means that all your labeling solutions are available from the industry's most trusted source. Work with us to consolidate your supplier base and uncover new efficiencies.

Smart QR Code Platform

Advancements in digital technologies are helping to bring innovations to traditional labels. Our proprietary smart QR Code platform affords customers full traceability of their products and components from assembly to point of sale, and enables consumers to interact with these brands and products on a more meaningful level.





# Delivering Total Solutions

## Print-on-demand labeling solutions

IDENTCO® offers a full range of high-performance labels, ribbons, printers, and software for printing on demand. Choose from hundreds of stock blank label configurations and a wide range of performance-matched thermal transfer ribbon formulations to ensure legend permanence in any application.

IDENTCO label materials and ribbons are engineered to perform in extreme applications involving direct exposure to chemicals and high temperatures such as:

- Rating plates
- Printed circuit board tracking
- Wire and cable identification
- Subassembly and component labeling

Need a custom size? IDENTCO excels at quick turnaround on custom quotes and orders. Our team is available to assist you in selecting the material and ribbon combination best suited for your application

### Solutions For Track and Trace Identification



Scan here to access our complete Track and Trace Identification Solutions catalog







Color Management Experts

Our production experts know how to manage critical color matches and how to maintain consistent color on every production run. Our in-house color experts are well versed in the most widely accepted color matching systems and will accurately match your color samples when custom colors are required. We then create a production color standard that is used to verify color accuracy throughout the production run.

Another critical component of our color management strategy is the use of spectrophotometry. Our spectrophotometers measure color electronically to compare a specified color to the color printed on your label. This information allows us to determine the quality of the color match and to maintain a consistent color on every production run.

Our customers in the Power Equipment market continue to partner with us because *we listen, we’re proven, we deliver*



Innovative Product Development

- *Confidently launch new products*



Value Engineering Projects

- *Reduce Costs & Complexity*



Help consolidate your supplier base

- *All your labeling needs in one place*



Local Service and Tech Support

- *Superior service and support across North America*



**"I would *absolutely recommend* IDENTCO to another engineering team that was developing a label."**

*"We have an awesome relationship with IDENTCO. I have a ton of confidence in them. They have always impressed me with their technical knowledge. For whatever technical question we have, they have a guy who has the answer."*

**- Senior Resident Engineer at a leading Global Power Tool OEM**

**"I manage well over 350 suppliers and IDENTCO is a *top-5 supplier*."**

*"Talking with IDENTCO is like talking with a trusted friend. When I tell them what I need and what my difficulties are, they come back with an honest answer and we get the job done. The next day, when we have another fire to fight, IDENTCO jumps in and fights it with me. I feel I can talk to them, and they take care of me. It's on cruise control."*

**- Strategic Sourcing Manager at a leading Global Outdoor Power Equipment OEM**



★ **IDENTCO USA**  
Ingleside, IL  
Corporate Headquarters &  
Center of Excellence

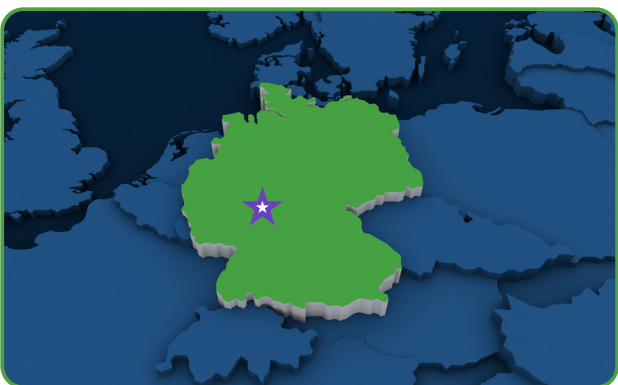
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Minneapolis, MN • San Jose, CA

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Print Service Center  
Research & Development Lab  
Quality Assurance Lab  
Local Technical Support &  
Customer Service



★ **IDENTCO Mexico**  
Monterrey, Mexico  
Center of Excellence

○ **Regional Offices**  
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Guadalajara



★ **IDENTCO Europe**  
Hanau, Germany

**Europe**  
Sales  
Print Service Center  
Local Technical Support &  
Customer Service





**Labels for Life.**

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