



Peanut Brittle Manufacturer goes Laser to reduce labor



Sample Laser Print on Labels

A national manufacturer of peanut brittle was looking for a way to reduce labor and consumable costs associated with their labeling process. The company's existing labeling system employed a Universal Label applicator to apply two primary side labels and one top label to their product. In addition, a separate, smaller label showing the manufactured date of the product was manually applied onto the side label.

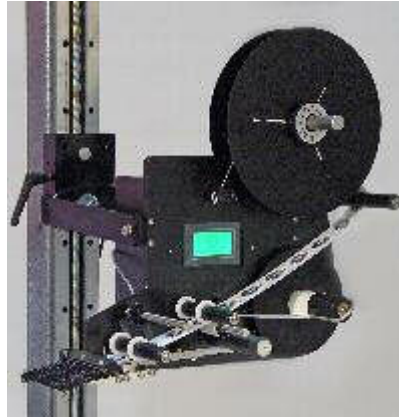
The existing labeling system was experiencing frequent downtime events, not to mention the process was extremely labor intensive. The customer wanted a more efficient system that was reliable, easy to operate and would have a lifetime of at least five years.

The specialists at ID Technology recommended the company upgrade to a labeling system comprised of three IDT ST1000 label applicators and a 10-watt IDT Laser coder. The new

system uses the IDT Laser Coder to print the manufactured date code directly onto the side label prior to it being applied to the 1-pound tub package. The code is printed as one line of text in static mode. Once the code is printed, dual ST1000 applicators apply the side labels, while a third applicator applies the top label.

The new IDT labeling system has resulted in considerable costs savings compared to the previous system, and the use of the Laser coder eliminated the need to hand apply the manufactured date code label.

For more information on IDT Label Applicators and Laser Coders email ID Man at idman@idtechnology.com.



IDT whips up a sweet coding and labeling system for whipped topping maker.



A manufacturer of a national whipped cream brand was considering the addition of a new labeling application to its production facility. The company wanted an integrated labeling system with the ability to print and apply bar code labels and inkjet text codes on their shipping cases.

The ID Technology team recommended a Foxjet Controller be added to each line to act as a common platform to interface between the Printer Applicator and the High Resolution Marking System. This configuration would require the use of only one PC for each line, running both LabelView software for the Printer Applicator and BoxWriter software for the Inkjet Marking System.

By using a fixed form, the operators now have the ability to select product bar code labels by part number. This system controls the format and sends it to either the front label applicator module, or to both front and side applicator modules of the Model 250 Printer Applicator. The Model 250 prints and

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TRADE SHOW SCHEDULE

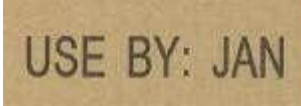
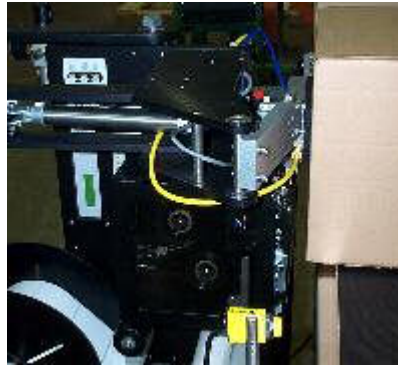
Directory

Marksman Controller

applies the labels while a scanner reads the bar code. The scanner is

programmed to scan for readability, existence and proper bar code. If any element is wrong, a red beacon light alerts line personnel of the problem.

The Foxjet product marking system is set for text and numerals rather than bar coding. For this set up, the operator toggles over to the Boxwriter software and inputs data into an existing template. Most of this data is in the form of auto codes. The Boxwriter software then sends the messages to the AlphaCoder printheads that are mounted on opposing sides of the conveyor.



This new system has been in place for just over three months, and the customer has been quite satisfied with the initial results.

For more information or if you have questions about this Inkjet printing system, email ID Man at idman@idtechnology.com.

Private Label Co-Packer looks to IDT for Print & Apply



Labeling Front and Side Panel of a Case

A co-packer manufacturing private label food products was experiencing problems with its print & apply labeling system. The existing system was no longer meeting the manufacturer's requirements for speed and reliability, not to mention they were experiencing issues with the supplier's servicing of the equipment.

The existing system featured a single printer applicator that printed and applied a 4" X 6" label, while a second pre-printed label was hand-applied to the carton. The process not only required significant labor, but also resulted in label placement variations and a slower production process.

The customer's primary need was for a system that automated the entire labeling process. Thus, the system would need to print and apply two 4" X 6" labels in-line on cases moving at speeds up to 18 cases per minute. In addition, they wanted a product that would fit within the existing footprint designated on the production line.

After meeting with the customer's production and plant personnel, IDT specialist and Area Manager, Gregg Johnson, went to work on this interesting challenge. Mr. Johnson recommended replacing the existing equipment with the industry leading IDT Model 250 Printer Applicator equipped with a Dual-Panel tamp to print and apply the two separate labels. By upgrading to the Model 250, the customer would be fully automating the labeling process. Not to mention by going with the IDT Model 250 they were buying one of the most reliable Printer Applicators on the market today. The compact design of the Model 250 also allowed the new equipment to fit easily within the existing footprint. Finally, this system, like all IDT product identification systems, is backed by the IDT nationwide service network to ensure the system stays up and running for years to come.



Since the IDT Model 250 Printer Applicator has been in place, the customer has experienced increased uptime, faster line speeds and reduced labor costs. And, as a result of the new IDT equipment, the customer is considering adding additional Model 250 Printer Applicators and upgrading to IDT Laser Coders.

To find out more about this print and apply solution, or the complete line of ID Technology Print & Apply products, email ID Man at idman@idtechnology.com.

Nutraceutical Company turns to Thermal Transfer Overprinter for increased product identification and tracking



Overprinter mounted to Label Applicator

A national manufacturer of nutraceutical products was experiencing explosive growth. This growth was making the use of pre-printed decorative labels obsolete because pre-printed labels did not offer the level of product identification and tracking necessitated by this growth.

As a result, the customer was investigating the most effective and efficient labeling technology to help them grow. During a national trade show, the customer visited the ID Technology booth to learn more about the latest advances in labeling systems. After the show, the manufacture called the specialists at IDT to evaluate their plans and recommend a solution for their new production line.

The customer's plans required that the new labeling application print variable data and barcodes in-line on their pre-printed labels, as well as the ability to work with future labeling equipment. The IDT team went to work on this request and returned with a recommendation to incorporate Thermal Transfer Overprinter technology into the existing lines. The application called for the Overprinters to be integrated into three different labelers: a D.L. Tech, Quadrel and a Labelette Labeler.

The IDT Thermal Transfer Overprinters not only offered the ability to print variable data and barcodes on the decorative labels prior to application, they also feature a flexible bracketing set up allowing the Overprinters to accommodate the numerous labelers. Finally, the high quality codes delivered by the IDT Overprinters made the recommendation a perfect fit for the customer's needs.

The customer has realized significant savings since the installation of the IDT Overprinters. Now they have the ability to quickly change variable data, and they no longer have to stock large inventories of pre-printed labels.

To find out more about this ID Technology Thermal Transfer Overprinter solution, or any of ID Technology's product identification and tracking products, email ID Man at idman@idtechnology.com.

Get More Done Every Day

Frustrating, isn't it? You start your day off with every intention of sailing through your ample to-do list. But then someone calls to schmooze...or you fritter away an hour slogging through junk and joke e-mails...or you try to juggle too many tasks at once and end up making next to no headway on any one of them. Come day's end, you wonder, "Where the heck did my time go?" Well, here's your chance to finally break that cycle (and it doesn't involve becoming even more of a multi-tasking machine than you already are!)

Read on for effective strategies that'll help you make the most of your time – at home or at work – so that you can get tons done and enjoy each day more.

Seize the Morning. At the end of your day, make a list of the top 10 things you want to accomplish tomorrow.

Then get to the office a half hour earlier than usual and tackle your highest priority projects first. Yes, it'll be a tough time adjustment initially, but the sense of accomplishment you'll feel will make it all worthwhile.

Exercise E-mail willpower. Constantly checking those messages is addictive and can stop you from getting your real work done. So put yourself on a strict e-mail diet. "Don't ever check your email for the first hour of the morning," advises Julie Morgenstern, corporate productivity consultant and author of *Never Check E-mail in the Morning*. "Then, adds Morgenstern, "Process your inbox every one to two or even every three to four hours depending on the demands of your job."

Break down your tasks. Productive people divide their bigger projects into chunks that suit their attention span. For some it's 10 minutes and for others it's 20 or 30, or even an hour. Not sure how long you're good for? "Give yourself a to-do, a task that's challenging or one you don't particularly enjoy doing and see how long you stay focused," suggests Morgenstern. "Then break all your tasks down, as needed, to match the duration of your concentration."

There's a subtle but powerful benefit that comes with segmenting your projects. "You're effectively saying to yourself, 'What can I finish in this block of time?' as opposed to 'What can I start'", says Morgenstern. That just-get-it-done mind-set will help you power through even your most mundane responsibilities.

Quit Multitasking. Ninety percent of American adults attempt to juggle more than one task at a time, according to a poll commissioned by the publication *Scientific American Mind*.

Yet six out of 10 of them say that despite being busier, they're getting less done.

"While it's true that employers value people who can handle a lot of things being thrown at them at the same time," says Morgenstern, "you'll be much more efficient if you do them in an orderly way."

But how are you supposed to stay focused on just one thing when everyone always seems to need everything "right now"? Here's how: Ask yourself, Is banging out a memo or talking to Stephanie from accounting worth making the task that I'm working on now take even longer than it needs to? says Morgenstern. Or, remind yourself how good you'll feel when you finish the work in front of you. And whenever you're about to get distracted, say to yourself, "focus on the joy of completion" (or come up with your own mantra!).

Protect your productive time. "The number one complaint I hear is 'I don't have time to focus during the day because people are always interrupting me,'" says Morgenstern. When you say, "Sure, I've got a minute" to someone, you're effectively saying "I don't have time" to the project on your desk.

And behind every project you're late on is a person you're letting down. "People hold up whole departments because they cannot control the flow of interruptions and focus on their work," says Morgenstern.

Tape a note to your cubicle: "Can it wait? Under deadline." When someone calls or stops by and says "Do you have a minute?" you can say, for instance, "I'm in the middle of something that I need to finish in about 20 minutes." Then defer that person to a later time.

Morgenstern suggest that you set aside certain parts of each day when you can give people your undivided attention. That way if you say, "Can we talk at 3 o'clock?" you know you'll actually be available at that time. Work in some body language cues to reinforce your I-can't-talk-right-now message. "I wear headphones at work and when someone pops their head in my door, I only uncover one ear so they know I'm not going to kick back with them," says Megan Thome, a 31-year-old publicity coordinator in Kansas City, MO. Other ways to keep a visitor from lingering: Stand up just as the person stops by your office, as if you are on your way to a meeting, to lunch, or to the bathroom.

Or keep your hands on your keyboard and turn your head just enough to make eye contact.

Soothe your aching back (or shoulders or neck). Nearly one in three Americans suffers from body pain that affects their productivity, according to a study published in the *Journal of Occupational and Environmental Medicine*.

Feeling achy? Instead of popping painkillers, try the "Office Chair Twist," suggests Twee Merrigan, a yoga instructor in New York City.

Sit at your desk with your knees and hips pointing straight ahead. Inhale and really sit up tall.

Exhale and twist to the right. Swing your right elbow behind the chair and cross your left hand onto the outside of the right thigh. Breathe in and out five times.

Inhale and face forward.

Repeat on your left side. Before you get back to the task at hand, pause and notice how much better you're feeling.

Take a break. You've probably heard this advice a million times – but that's because it really

works! Don't think you have time to take five? You do. "Breaks will actually stretch your time because you'll return to your task feeling energized and renewed. "It's magical," says Morgenstern. So stroll to the water fountain and refill your cup. Or chat with a colleague briefly about her son's Little League game. Or flip through a favorite magazine. Mom and part-time marketing copywriter Emily Auchard of San Rafael, CA, does the crossword every day. "It's almost like a meditation, because I have to concentrate on the words – instead of all the demands around me," explains the 45-year-old.

"And it uses a part of my mind that doesn't come into play when I'm changing my daughter's diaper!" (Note: Sorry, but browsing the Internet or cleaning out your inbox don't count as rejuvenating activities.)

Enjoy your day at 5. Or, okay at 6 or 6:30 – but definitely not at 9 p.m!. The more you burn the midnight oil, the less fuel you'll have for tomorrow. Wrapping up your day at a reasonable hour is the best way to guarantee that you begin the next morning recharged. Just take a few minutes to jot down your to-do list before you close up shop, so that tomorrow can be just as productive as today.

Source: Taken from an article from www.boomers.msn.com.

TRADE SHOW SCHEDULE

September 18-20, 2007

[Great Lakes 2007](#)

Grand Rapids, MI

Booth #805

October 15-17, 2007

[Pack Expo Las Vegas](#)

Las Vegas, NV

Booth C-723

October 16-18, 2007

[Collaborate 2007](#)

Fort Worth, TX

Booth #505

January 29-31, 2008

[West Pack](#)

Anaheim, CA

Booth #4901

February 12-14, 2008

[World Ag Expo](#)

Tulare, CA

Booth #C3505

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or

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