



Natural Foods manufacturer goes with ID Technology to reduce Product Identification system operating cost.



Marksman Pro Controller

A manufacturer of Natural, Organic and Kosher food products located in Connecticut had been hand-labeling their case packs and products. With the manufacturer's continued growth this method was slowing the packaging process, increasing operating costs, and more importantly affecting the company's ability to grow. The manufacturer invited the Northeast Sales Team to visit their manufacturing and packaging facility to review their processes. Following the site evaluation, the Northeast Sales and Service team went to work on a solution to automate the identification process. The specialists at IDT returned with an automated product identification system that would accommodate the current 12 labeling lines. The new system was comprised of two parts: one for material handling and one for product identification. Ten IDT Model 250 Printer Applicators were affixed to five integrated conveyors to automate the material handling and variable information labeling portion of the line. While 12 Foxjet High Resolution Inkjet systems, each comprised of a Marksman Pro Controller and Pro Series 768 Printhead, applies marks to case packs. Because the majority of this customer's labor force does not speak English, IDT developed a scan board to scan variable information into Marksman Pro Box Writer. This scanned code is accessed in the networked database file and this populates the message to be printed on the

cases. This user-friendly process is easy to implement, eliminates errors and a language barrier is not an issue. To find out more about this High Resolution Inkjet solution, or the complete line of ID Technology Print & Apply products, email IDManatidman@idtechnology.com.

Thermal Transfer Overprinter delivers real-time coding for a Cracker Company.



Overprinting on Cracker Wrapper

A manufacturer of cracker products distributed in high-end retail stores needed a coding solution to imprint "use-by-dates" on single-serve and multi-pack packages. The customer's production line, which packages 12 different SKU's, uses a horizontal wrap to wrap single-serve and multi-pack packages for three retailers. In their initial investigation, the manufacturer was considering using hot stamp technology. However, based on previous experience with ID Technology, the customer called in the Specialists from IDT to review their needs and recommend a solution. The Specialists at ID Technology went to work analyzing the production environment, the customer's current needs, as well as their tire coding process and requirements. During the evaluation the IDT team identified an opportunity to increase the efficiency of the customer's tire coding system. By deploying an IDT Thermal Transfer

Overprinter with a Communicator controller the customer could not only apply use-by-dates, but also imprint date and time codes in real-time. In addition, IDT developed custom brackets for the application that allowed the Overprinter to be mounted directly on their horizontal wrapping machine. Following the installation of the new IDT Overprinter, the customer ordered a second Thermal Transfer Overprinter for use with their vertical form fill and seal machine. For more information or if you have questions about the benefits of Thermal Transfer Overprinting versus hot stamp technology, email IDManatidman@idtechnology.com

CONTENTS
Natural Foods manufacturer goes with ID Technology to reduce Product Identification system operating cost.
Thermal Transfer Overprinter delivers real-time coding for a Cracker Company.
Laser is right call for composite lumber marking.
ID Labeling System is right choice for Plastic Container Manufacturer.
Get Real, Get Involved, Stay Healthy
Directory
TRADESHOW SCHEDULE

Laserisrightcallforcompositelumbermarking.

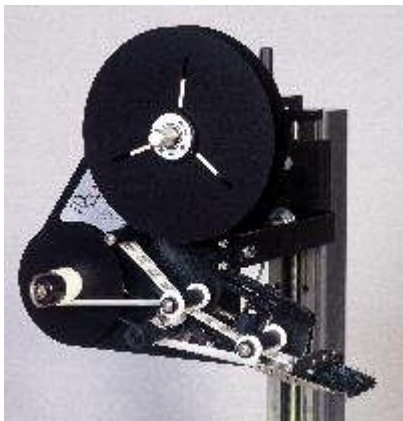


LaserCodeonCompositeLumber

Anationalmanufacturerofcompositelumber productsusedfordecking,waslookingforacoding systemthatwouldwithstandtherigorsoftheirharsh productionenvironment.Thecustomer'sproduction facilityisanextremelydustyenvironmentwith temperaturesinexcessof90degreesFahrenheit. Addtothataproductionlinethatruns24hoursaday, sevendaysaweek,andyouhavetheneedfora robustmarkingsystem.Thecustomer's manufacturingsystemgeneratescompositelumber boardswhicharefedontoaconveyor,wherealot code,datecodeandcompanyinformationisapplied inastepandrepeatprocessinthree-footincrements. ThecustomercalledontheSpecialistsatID Technologytohelpthemfindtherightsolution. Followingameetingwiththecustomer'steamanda sitevisit,theIDTteamwenttoworkonasolution.IDT recommendedthecustomerupgradetoanIDTF1010

LaserMarkingSystem.Thesystemfeaturesaruggeddesign tostanduptotherigorsofharshproduction environmentsandtheflexibilitytofixthelaserheadinmany positions.NottomentiontheF1010laser deliversahighqualitymarkathighspeeds.Thenewsystemnotonlymeetsthecustomer'sproduction requirements,butasanaddedbonus,allowsthecustomerto accuratelytracktheir30yearwarranty programforthefirsttimeinthecompany'shistory.Duetothesuccessofthisinstallation,thecustomer hassinceordered sixmoreIDTF1010LasersandoneIDTK1010Laserthatare inoperationtoday.For moreinformationonthisLasersystemoranyIDTLaserCoderemailIDManatidman@idtechnology.com.

IDTLabelingSystemisrightchoiceforPlasticContainer Manufacturer.



Model150LabelApplicator

Amajormanufacturerofinjectionmoldedplasticcontainer productsneededanewproductidentificationssystemfortheir productionfacility.Thesystemwouldberequiredtoapplytwo unique labels,onedecorativeprimarylabelandas smaller secondarylabelcontainingtheUPCbarcodeinformation. The newproductionlineemploysaprocesswhichrunstheproduct throughtheinjectionmoldsequence,thenmovestheproductto aconveyorviaaroboticapplication.Thelabelingsystemis positionedontheconveyorwherethelabelsareappliedtothe product.Followingameetingwiththecustomer'spackaging engineeringandfacilities teams,thespecialistsatIDT recommendedasystemcomprisedoffourST1100tampblow systemstoapplythelargerdecorative labelontoaslightly recessedtubandfourIDT150labelapplicatorstoapplythe1.5" X1.5"secondarylabelcontainingtheUPCcode.Thecustomer selectedIDTforthisapplicationbasedontheinnovativesystem designandIDT'snationwidesalesandservicenetoworkthat providesquickresponsetotheircustomers'serviceneeds.To findoutmoreaboutthisIDTechnologyLabelingsolution,orany

ofIDTechnology'sproductidentificationandtrackingproducts, emailIDManat idman@idtechnology.com.

GetReal,GetInvolved,StayHealthy

Doyougetblueamidthered,green,andgold?Iftheholidaysbringmoreharrumphthanhooray,hereare sometipstolightenyourday."Peopleneedtohavearealisticexpectationsabouttheholidays,"says NadineKaslow,PhD,professorofpsychiatryandbehavioralsciencesatEmoryUniversityandchief psychologistattheGradyHealthSysteminAtlanta."There'ssomuchhype--peoplefeeleverythinghas tobegreat,youhavetogetalongwithyourfamily,"shetellsWebMD."Sometimesweexpectholidaysto cheerusupwhenhavingatoughyear.That'snotrealistic."Manypeopletrytodotoomuch,trytoplease toomanypeople,saysKennethGoodrick,PhD,associateprofessoroffamilyandcommunitymedicineat BaylorCollegeofMedicineinHouston.Heisapsychotherapistandauthorofthebook,Energy,Peace, Purpose.Entertainingathomecanstretchyourlastnerve--especiallyifitbringsoutyourperfectionist tendencies,headds.Theholidayscanalsoopenupoldwounds,ifyoursasadysfunctional family,ifyou'redivorced,orifyouhavelostaspouse."Theholidaysshouldbeaboutmakinggoodmemories," GoodricktellsWebMD.Somesurvivalstrategies:Thinkaboutwhat'simportant."Rememberthat happinessandfulfillmentlieinthebalancebetweenself-careandcaringforothers,"hesays."Takecareof yourselfsoyouwon'tburnout,soyouwillbeofmaximumhelptothers.That'swhereyouwillget maximumfulfillment."Getinvolvedinareligiousfaithbasedinlove,andcelebratethatfaith.Socialize.If you'refeelinglonely,findachurchorcommunitycenterwhereyoucanbewithotherpeople.Singcarols. Seeaplay.Gatheryoursupportgroup.Everyoneshouldhavesomeonetotalkwithaboutpersonal problems--whetherit'sasupportgrouporafriend,saysGoodrick."Happinessandfulfillmentcomesfrom

doing constructive work and having loving relationships. Be counselors for each other, commiserate. Don't judge. Just try to help others come up with solutions to problems." Stay away from booze. Alcohol changes your mood--and it also brings out the worst in people. You can have parties without alcohol or high-fat foods. Exercise every day. That's especially important when you're eating more." It's hard to be sad if you're physically fit, if you get enough sleep," says Goodrick. Avoid TV. "Most is not designed to make you a better person, or even feel better," he adds. Don't spend so much. "You don't have to buy electronic entertainment equipment that far exceeds the human sensory capability to detect the difference," says Goodrick. "I like going to the mall and not buying anything. I get a charge out of that." Simplify your traditions. Instead of the big family gift exchange, why not exchange amusing and instructive family stories, tell each other how much we appreciated each other--or not--over the years?" Sometimes honesty is good," Goodrick says. Do something useful for your community. Visit people at the nursing home. If your family is having problems, don't try to patch them up now, says Kaslow. "Resist the temptation to patch up long-standing family problems. This is not the time of year to do that. It's an emotionally charged time. People put a lot of importance on holiday celebrations. It's easier to patch things up when things are less stressful."

Directory

of IDT Regional Offices

South-Central

[Ed Sholty](#)

817-626-7779

St Louis

[Charles Shepherd](#)

314-591-4886

Gulf Coast

[Bob Mitchell](#)

281-894-9100

Southwest

[Jim Moss](#)

714-373-5225

Central Valley

[Bob Barnard](#)

559-436-8401

Northwest

[Wayne Moore](#)

916-923-5308

Northeast

[David Rapoza](#)

508-339-6166

Midwest

[Chuck Wilson](#)

630-663-4500

Great Lakes

[Mark Peet](#)

269-694-4555

Ohio Valley

[Greg Grimmer](#)

812-637-5243

Upper Midwest

[Charles Osborn](#)

262-549-8860

Southeast

[Mark Bowden](#)

770-441-1477

North-Central

[Lyle Bell](#)

303-904-1848

Mid-Atlantic
[KenWlodarczyk](#)
732-918-8344

or

visitusat www.idtechnology.com

TRADESHOWSCHEDULE

[WestPack2008](#)
January29-31,2008

Booth4801
AnaheimConventionCenter
Anaheim,California

[Wine&GrapeSymposium-TradeShow](#)
January30-31,2008

Booth2620
SacramentoConventionCenter
Sacramento,California

[WorldAgExpo](#)
Feb12-14,2008

BoothC3505
InternationalAgri-Center
Tulare,California

[SouthPack/AMSE](#)
March19-20,2008

Booth1513
CharlotteConventionCenter
Charlotte,NC