



### IDT Delivers Tracability Compliance for Cup and Lid Manufacturer



Uni-controller for Thermal Transfer Overprinter

Recently a manufacturer of cups and lids for the fast food industry received new traceability requirements from their customer. The customer, a national fast food chain, was instituting a new tracking program to ensure quality and improve internal logistics within their system. The new traceability requirements called for each sleeve of cups and lid to carry batch and lot codes. The manufacturer obviously wanted a solution that provided the highest quality mark delivered at the lowest operating cost to minimize the effect on profit margins. Upon hearing the news, the manufacturer called the specialists at ID Technology. The IDT sales and product team met with the manufacturer to gain an understanding of the production facility, the customer's needs and the legacy bagging machinery with which the new product identification system would be integrated. Following a review of several technologies, IDT recommended an intermittent Thermal Transfer

Overprinter. The new application is integrated into the existing line, where the bagging machine signals the Thermal Transfer Overprinter. The Overprinter then pre-prints the bag with a batch and lot code that has been keyed into the Uni-controller prior to the production run. As an added benefit, the Thermal Transfer Overprinter allows the manufacturer to include a manufactured date on the bag for added traceability, a feature that delivers added value to the end customer. Not only was the manufacturer able to secure their customer's business, they were also able to reduce the cost impact by using Thermal Transfer Overprinters vs. other more costly technologies. Plus, the end customer saw a unique way the new identification system could be used to aid in sales and marketing efforts for their company. For more information on this Thermal Transfer Overprinter solution, or any of the complete line of IDT Thermal Transfer Overprinters contact [IDManatidman@idtechnology.com](mailto:IDManatidman@idtechnology.com).

### IDT Lasers Make the Mark for Deck Board Manufacturer



Macsa K-1010 SPL Laser Coder

A manufacturer of solid PVC deck board was looking for a product identification system that would brand, as well as imprint the manufacturing location on each board to protect their brand and provide improved product tracking. The customer's manufacturing process extrudes deck board made of PVC material into five inch wide by one-inch thick boards. The continuous flow production cycle moves the boards along at approximately five feet per minute where the boards are cut into varying lengths. The customer called on the specialists at ID Technology to help them find a solution that would deliver a durable mark and required little to no work on the part of line personnel. Following a meeting with the customer's team and a site visit, the IDT team went to work on a solution. IDT recommended installing an IDTK-1010 SPL Laser marking system. The system features a robust design and delivers a high quality, durable mark. The system is equipped with a photocell which detects the product as it moves down the line and alerts the laser to engrave the company name, date and lot code on each board. The highly sensitive photocell

allows the manufacturer to control the distance between marks resulting in consistent placement on each board. As an added bonus, the system can be programmed to change the power of the laser allowing the image to be varied depending on the type and color of the product. The customer's marketing department saw this as an additional tool for differentiating and protecting their new brand. For more information on

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## PaperWritesOrderforIDTHigh-ResolutionInkjetSystem



Samples of High-Resolution Marking

A global paper manufacturer needed to upgrade their obsolete product identification system. The existing system was experiencing increasingly longer downtimes and the image quality was not meeting expectations. As a result, the manufacturer was incurring increased operating costs, not to mention the image quality of the system was creating readability issues across their logistics system. The manufacturer, having worked previously with the IDT sales and service team, asked them to review the system and recommend a solution. The IDT team started with a visit to the customer's production facility to gain an understanding of system and client requirements. During the visit, the customer indicated the system

would need to print human-readable characters at a height of one inch on pre-filled cases. The recommended solution features the reliable Foxjet Pro Series AC printhead loaded with Scantruelink for consistent, high image quality. The Pro Series AC prints high-resolution alphanumeric characters up to 1.5 inches in height at a 1/2 inch throw rate. Since the new IDT product identification solution has been installed, the customer has experienced reduced operating costs due to decreased downtime. Plus, the Pro Series AC uses less ink resulting in reduced consumable costs for the customer. To learn more about this IDT high-resolution marking system, or any of the full range of IDT inkjet printers, email IDManatidman@idtechnology.com.

## Big Box Retailer Uses Print & Apply to Meet Holiday Demand



Model 250 applying a shipping label

Working with a major system integrator, IDT was selected to deliver the Product Identification module of a complete warehouse solution for a national consumer electronics retailer. The solution adds an incremental conveyor line for the shipping department. During the holiday season, this incremental line is dedicated to fulfilling the large volume of orders received via the retailer's online storefront. The rest of the year the line is used for order overflow volume. The new product identification module prints and applies two labels, one (shipping label) on top of the other (packing list) to random weight cases of product. Due to the sophisticated nature of the application, the printer must maintain a registration accuracy of +/- 1/16th of an inch. This accuracy is required to ensure the receiving party can properly detach the shipping label from the packing list. Making the application even more challenging is the fact the cases are

not uniform in height, which requires the Printer Applicator to adjust the label application to compensate for the height variation. All these requirements must be maintained on a line running at a maximum rate of 30 cases per minute. The solution is comprised of dual IDT 250 Printer Applicators mounted in sequential order on the conveyor line. As the cases move down the line, a photocell alerts the system to approaching cases. The system integrator's software, the brains of the solution, looks up the order, measures the box height and sends the variable data to the IDT 250s. The software provides the print engines on the Model 250s with the data to print, while the box dimensions are sent to the IDT PLC which adjusts the electronic tamp so the labels are applied with near perfect accuracy. The Zebra Thermal Transfer print engines print barcodes and human-readable characters in black on preprinted colored shells to provide contrast between the two labels. This contrast makes it easier for the receiving party to differentiate the packing slip and the shipping label. Then, the first IDT 250 Printer Applicator applies the packing list, a label with thin adhesive strips along two edges, to the case. A second IDT 250 applies a larger shipping label, with adhesive on all four edges, over the original packing list label to complete the application. For more information on this IDT Print & Apply application, or any of the full range of IDT Printer Applicators, contact IDManatidman@idtechnology.com.

## Economic Stimulus Package Includes Powerful Tax Incentives for Investment

The Economic Stimulus Act of 2008 signed into law by President Bush on February 13, 2008 includes two significant business related tax incentives that may lower your cost of investing in new equipment and spur new orders from customers. Increased expensing limits for small businesses and a 50 percent "bonus" depreciation provision will provide a benefit to businesses of all sizes. In fact, small businesses that qualify for the increased expensing can also take advantage of the bonus depreciation. The two provisions along with examples are briefly described below.

**Expanded Expensing (Sec. 179) for Small Businesses**  
Companies that purchase less than \$800,000 of capital assets in a year now can expense (i.e., deduct currently) the first \$250,000 of capital investment, effective for purchases made in 2008 (the prior limits for 2008 were \$128,000 and \$510,000 respectively).

**Accelerated Depreciation for All Businesses**  
The new law also includes a new 50 percent expensing allowance (also known as bonus or accelerated depreciation) that generally applies to capital equipment purchased and placed in service during 2008. This incentive is available to all companies, regardless of the size of their investment. Under this provision, companies are eligible for a "bonus" first-year depreciation totaling 50 percent of the cost of the investment and can depreciate the remaining basis of the asset under the regular depreciation rules. Smaller companies get even more of a "bonus." As described above, they can first take advantage of expensing and then also use the 50 percent expensing allowance.

**QUALIFIED PROPERTY**  
In order for property to qualify for the bonus depreciation deduction, it must meet the following requirements. First, the property must be one of the following types of property: (1) property to which the general rules of MACRS apply having a recovery period of 20 years or less, (2) water utility property, (3) computer software other than computer software recovered under section 197, or (4) be qualified leasehold improvement property. Second, the original use of the property must commence with the taxpayer after December 31, 2007. Original use means the first use to which the property is put by anyone. Third, the property must be purchased within the applicable time period (after December 31, 2007 and before January 1, 2009). Finally, the property must be placed in service before December 31, 2007 and before January 1, 2009. With respect to self-constructed property, an extended placed-in-service date is allowed if the production period exceeds two years or has an estimated production period exceeding one year and a cost exceeding \$1 million. This article does not constitute tax, legal, or other advice from Deloitte Tax LLP, which assumes no responsibility with respect to assessing or advising the reader as to tax, legal, or other consequences arising from the reader's particular situation. Economic Stimulus Package Includes Powerful Tax Incentives for Investment [www.deloitte.com](http://www.deloitte.com) As used in this document, "Deloitte" means Deloitte Tax LLP, a subsidiary of Deloitte LLP. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Copyright © 2008 Deloitte Touche Tohmatsu. All rights reserved.

## **ID Technology Opens St. Louis Office**

As part of a continuing strategy to strengthen nation-wide customer support, Robert Zuilhof, President of ID Technology, has announced the opening of the St. Louis Regional Office. ID Technology—St. Louis will service all of Missouri, Eastern Kansas, Eastern Nebraska, Central & Southern Illinois, and Southern Iowa. The new facility, located in the St. Louis area, will be home to sales and service personnel, led by Charles Shepherd II as Regional Manager.

## **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](#)

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### **Central Valley**

[Bob Barnard](#)

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### **Northwest**

[Wayne Moore](#)

916-923-5308

### **Northeast**

[David Rapoza](#)

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**Midwest**  
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770-441-1477

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303-904-1848

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

or

visitusat [www.idtechnology.com](http://www.idtechnology.com)

## TRADESHOWSCHEDULE

[AUTOID/RFIDShowcase](#)  
April30,2008  
RockFinancialShowplace  
Novi,MI

[IMTS–InternationalManufacturingTechnologyShow](#)  
September8-13,2008  
McCormickPlace  
Chicago,IL

[PackExpoInternational](#)  
November9-13,2008  
McCormickPlace  
Chicago,IL

## Gettingthemostoutofatankofgas

Herearesometipsforimprovingourgasmileage.

- 1.Changeyoursparkplugs
- 2.Driveslower.Thefasteryoudrive,thefueryouuse.Forexample, drivingat65milesperhour(mph),ratherthan55mph,increasesfuel consumptionby20percent.Drivingat75mph,ratherthan65mph,increases fuelconsumptionbyanother25percent.
- 3.Useoverdrivegears.Overdrivegearsimprovethefueleconomyofyourcar duringhighwaydriving.
- 4.Usecruisecontrol.Usingcruisecontrolonhighwaytripscanhelpyou maintainaconstantspeedand,inmostcases,reduceyourfuelconsumption.
- 5.Avoidunnecessaryidling.Turnofftheengineifyouanticipatealengthywait.

No matter how efficient your car is, unnecessary idling wastes fuel, costs you money and pollutes the air.

6. Remove excess weight from the trunk. An extra 100 pounds in the trunk reduces a typical car's fuel economy by one to two percent.

7. Keep your engine tuned. Studies have shown that a poorly tuned engine can increase fuel consumption by as much as 10 to 20 percent depending on a car's condition.

8. Keep your tires properly inflated and aligned. Under-inflated tires cause fuel consumption to increase by six percent.

9. Check and replace air filters regularly. Not only will replacing a dirty air filter improve your fuel economy, it also will protect your engine. Clogged filters can cause up to a 10 percent increase in fuel consumption.

Source: FAQFarm.com

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