



Labels for Life.



POWER TOOLS



SMART GRID



OUTDOOR
POWER



ELECTRICAL
DISTRIBUTION



APPLIANCES



HVAC

INDUSTRIAL MARKET-READY® PORTFOLIO

We have a singular focus: **Durable Label Solutions for Industrial Customers**

Adopting this singular focus has allowed us to develop and refine our processes over the past 30 years, establishing a reputation for collaboration and technology-driven solutions. We understand our customers' industries as well as they do, and can often anticipate challenges before they do.

IDENTCO's proven iVAL™ Process and Competitive Advantage Program have helped global organizations achieve the leading edge required to thrive in today's dynamic manufacturing environment. By collaborating with IDENTCO, Industrial customers will typically benefit from:

- Consolidating label SKUs by 10% to 40%.
- Replacing outdated label constructions with the latest engineered materials and processes.
- Achieving 20% Productivity Savings.
- Ensuring 100% Agency Compliance requirements.
- Achieving corporate Supplier Consolidation goals.
- Eliminating labor redundancies and inefficiencies on the production floor.
- Achieving corporate Localized Sourcing goals.
- Streamlining all touchpoints in their design, acquisition, and use of labels.
- Driving Standardized Best Practices throughout their global manufacturing plants.
- Eliminating SLAs due to label stock outages.

The Result: Typically a 10% to 30% reduction in Total Cost of Ownership



WHAT WE DO...

WE ENGINEER EXCELLENCE

We're equipped to take on the challenges of custom applications, never-before-seen products, and new materials. We pride ourselves in developing innovative, cost-saving solutions for your unique labeling requirements.

- **INNOVATIVE PRODUCT SOLUTIONS**

With our extensive product portfolio and manufacturing capabilities, combined with our in-house engineering expertise, we engineer custom solutions that deliver cost savings and peak performance.

- **PERFORMANCE REQUIREMENTS**

Our singular focus on industrial labeling applications means we have a keen understanding of your challenging product surfaces and environments (UV & chemical, harsh environment, high temperature, color retention).

- **COMPLETE SOLUTIONS**

An on-demand solution isn't just the label, but the entire delivery system including the printer, ribbon, software and application systems method. IDENTCO delivers the entire solution suite.



WE COMPLY WITH THE STRICTEST STANDARDS

Consistency is critical to your identity - and is the foundation of everything we do. Our focus on standardization assures our customers that our products look and perform identically - regardless of where they are manufactured.

- **OPERATIONAL CONSISTENCY**

We have embraced the ISO 9001:2008 quality management system in everything we do, including customer satisfaction.

- **AGENCY COMPLIANCE**

IDENTCO is a UL Authorized Label Supplier (insert UL number) - IDENTCO's application-ready durable material portfolio answers all your compliance challenges (UL, cUL, CSA, RoHS, ANSI).

- **QUALITY ASSURANCE**

Our state of the art inspection systems provide assurance against varying material and process conditions.



WE KNOW INDUSTRIAL

From product identification to compliance, we meet the diverse needs of manufacturers and manufacturing environments with solutions that are optimized to meet industrial labeling requirements.



ENERGY AND POWER DISTRIBUTION

Our durable label solutions for energy and power distribution equipment manufacturers provide innovative, cost effective alternatives to legacy products commonly utilized without jeopardizing strict industry regulatory compliance. Our expertise in ANSI standards, UL, cUL and CSA compliance, and label durability and performance requirements for the energy and power distribution segment make IDENTCO the right labeling supplier partner.

SMART GRID EQUIPMENT

Smart Grid needs smart labels. We understand the difficult and challenging environments that smart grid equipment is exposed to, and we work closely with smart grid OEMs to offer innovative and durable labeling options to meet the performance needs of this constantly changing and evolving market, while holding down labeling cost.



POWER TOOLS

The right labeling can help your products stand out in an increasingly crowded power tool marketplace. Our expertise in delivering comprehensive power tool labeling solutions assures consistent, durable, and agency-compliant labels. Our innovative solutions can reduce your product labeling cost while improving the appearance and performance of your power tools.

OUTDOOR POWER EQUIPMENT

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.



HEATING, VENTILATION AND AIR CONDITIONING (HVAC)

With all the challenges HVAC OEMs face in producing and shipping their products, the last thing they need is a label issue -- and labels are usually the last thing you think of when developing new HVAC products. That is why you need a label supplier partner like IDENTCO that has the capability and the experience necessary in the locations where you are building your products.



MAJOR APPLIANCES

IDENTCO has developed many game-changing solutions for the appliance sector, where expensive direct-decorated parts have been replaced with high-performance labels. In addition, our Ultra-Durable Digital Print Technology, for both variable data printing and unlimited colors, is ideal for EnergyGuide and rating labels.



Establishing Label Requirements Through Testing and Evaluation

Defined parameters allows manufacturers to quantify and compare best label solutions

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.

CUSTOMER

Hand-Held Outdoor Power Equipment Manufacturer

SECTOR

Industrial

FUNCTION

Branding, Warning, Instructional

7

Testing Procedures to Establish Label Standards

25%

Label Supplier Diversification Within First Year

10%

Cost Savings



"We are outdoor power experts. We needed to find an expert in outdoor power equipment labels."

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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