DIGITAL COLOR LABEL PRINTING

Flexibility at your finger tips

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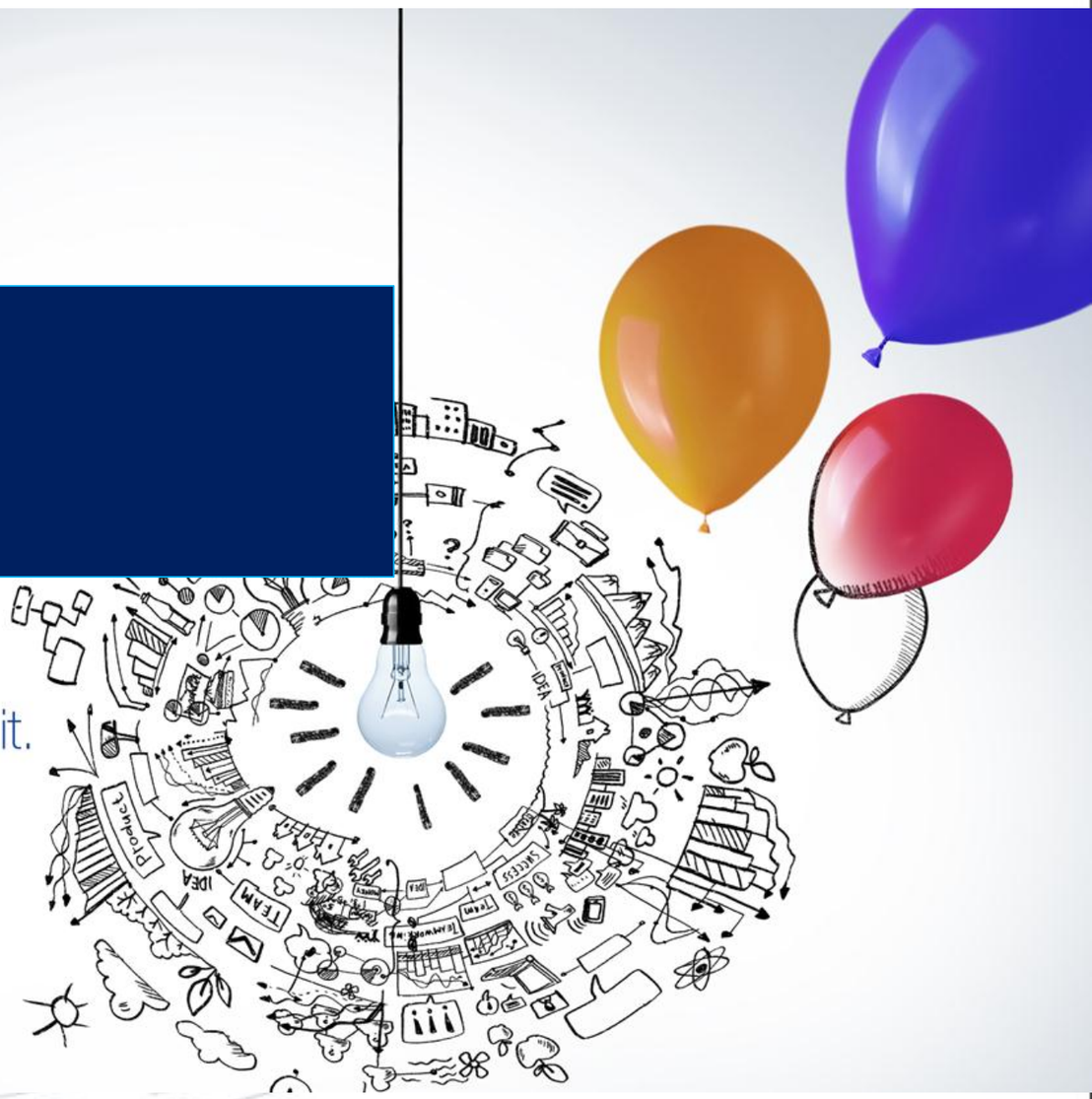
Epson Philippines Corporation

Bicsi

Label Printing

Flexibility at your finger tips

imagine it. realise it.



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Why need industrial labeler?

HW Volume

Tape Consumption

Industrial Market

High-End Segment

Mid-Range Segment

Entry Segment

Installer of electric & network equipment, plumbing

Office, Factory etc.

30 – 40 PCS (average) / HW, Y (ultra HPV segment, higher unit price)

10 - 20 PCS (average) / Y

3 - 5 PCS (average) / Y

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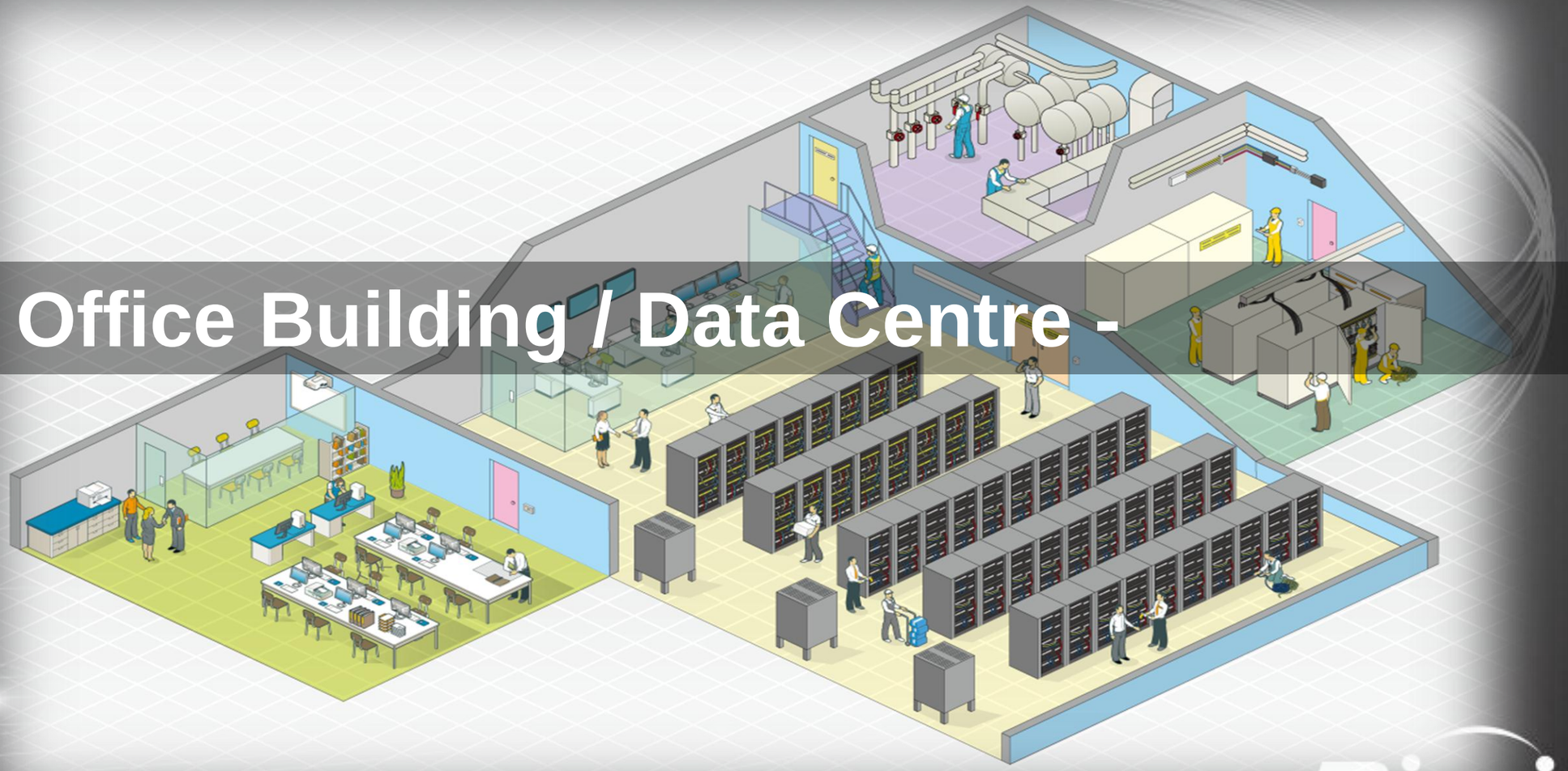
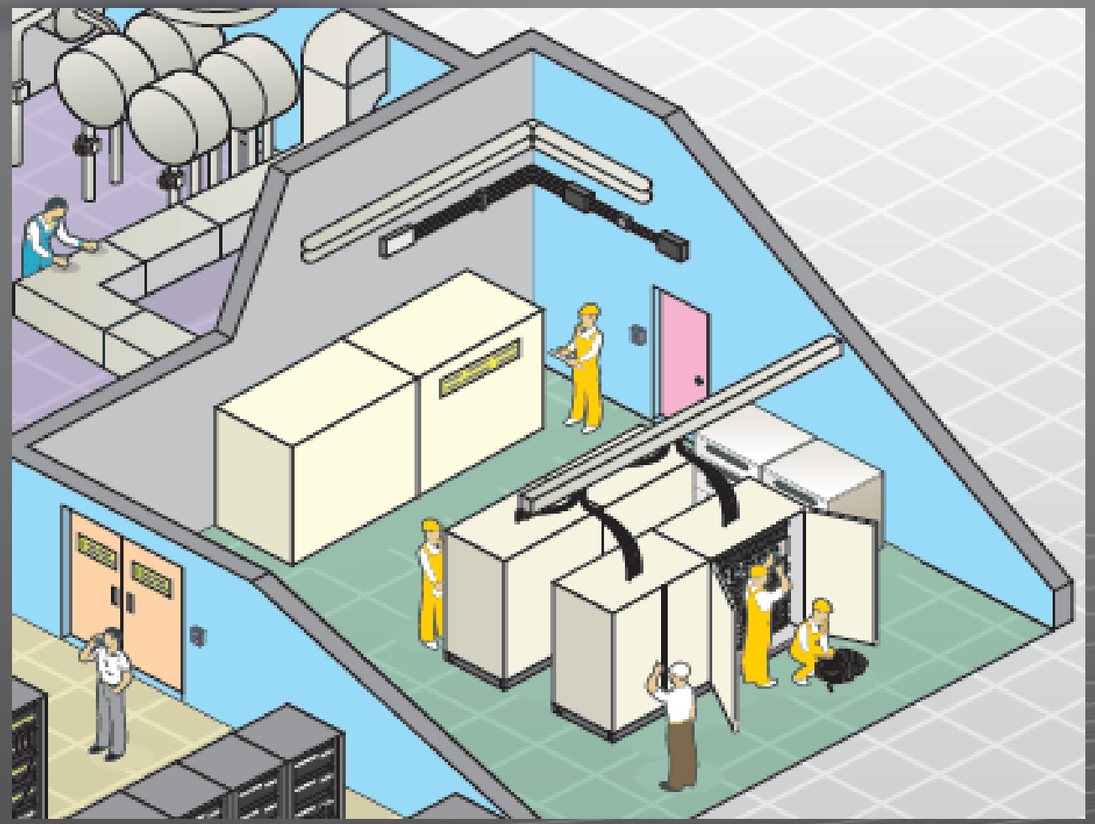
User

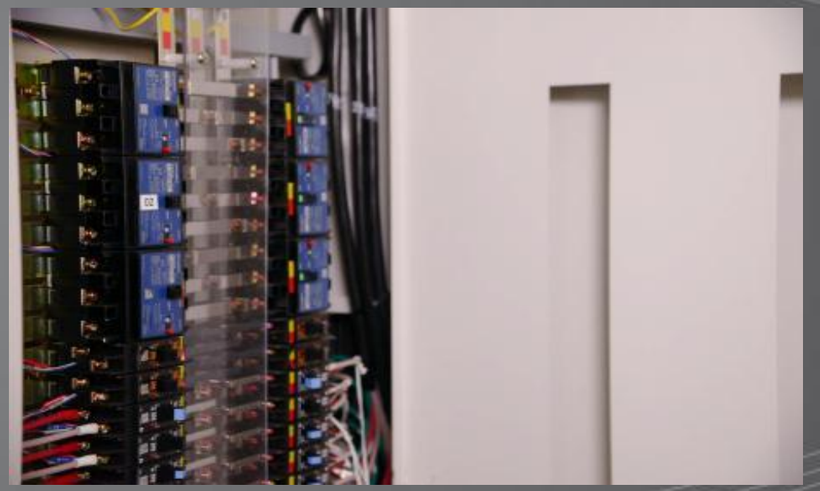
- Users who are considering the purchase of industrial labeler
  - Need labeler that can print up to 36mm width tapes at reasonable price
  - Who have frustration with high tape running cost
  - Need lower running cost of tape
  - Need to use very special tapes or customized tapes

Office Building / Data Centre -

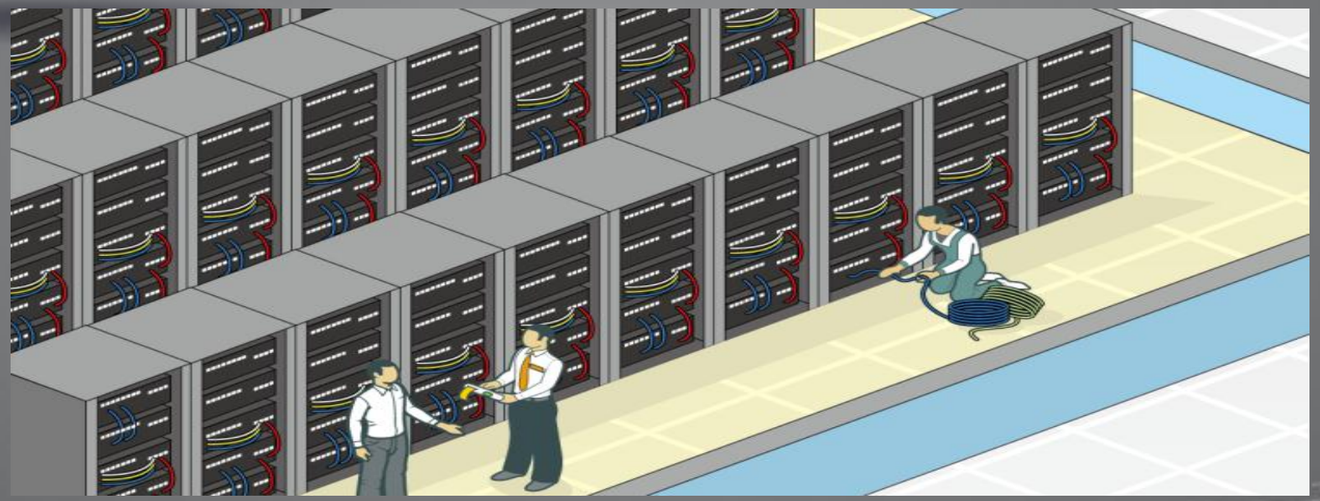


- Electric Power Control Room / Electric Power Distribution Board

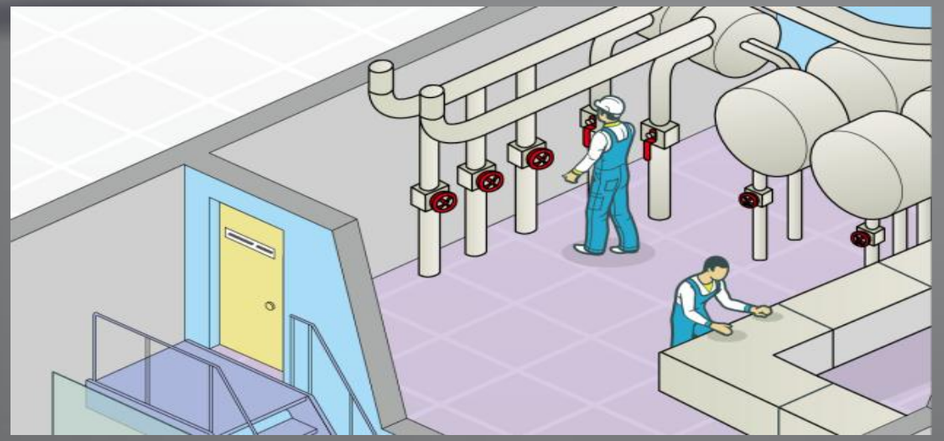




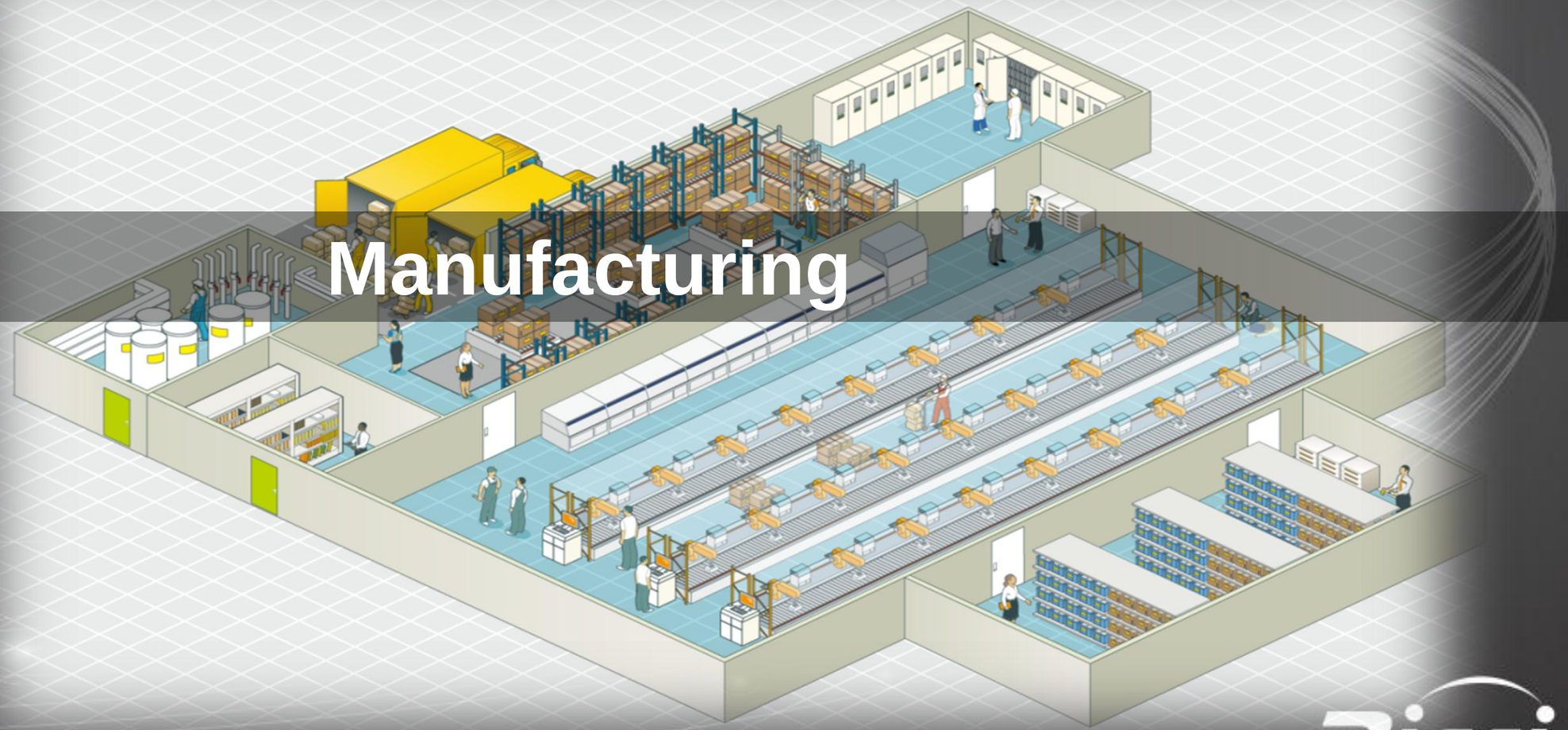
- Server Room / Network Equipment



- Air-Conditioning System / Water Control System / Gas Control System



Manufacturing



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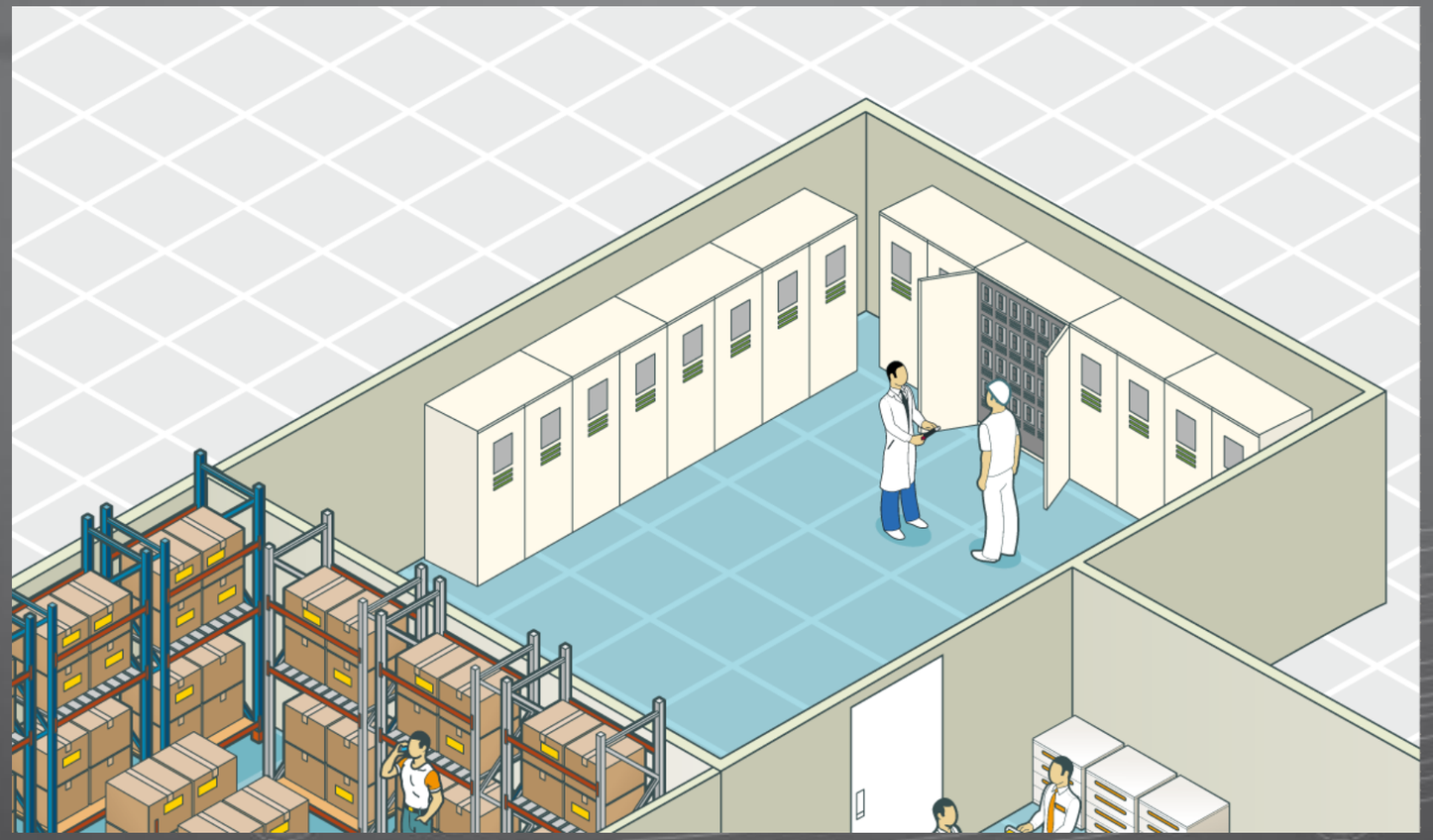

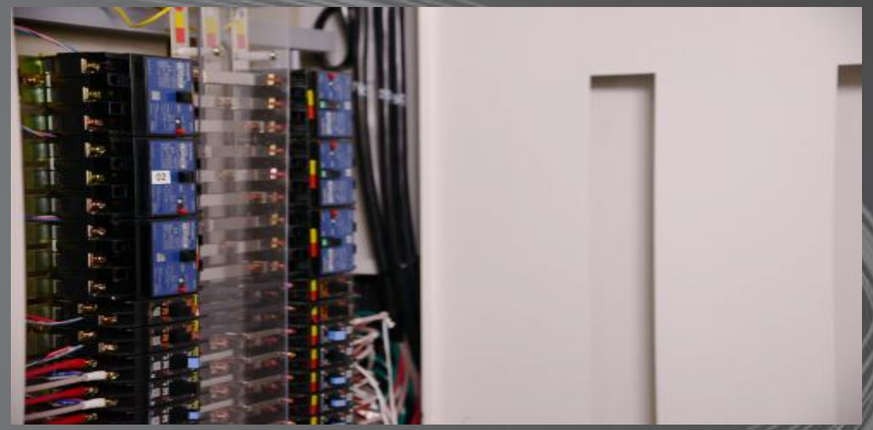

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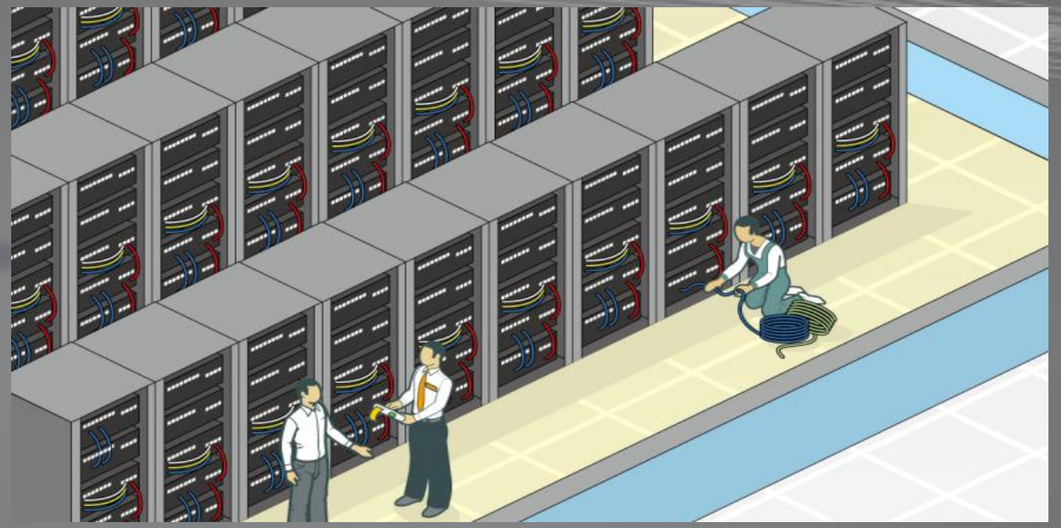

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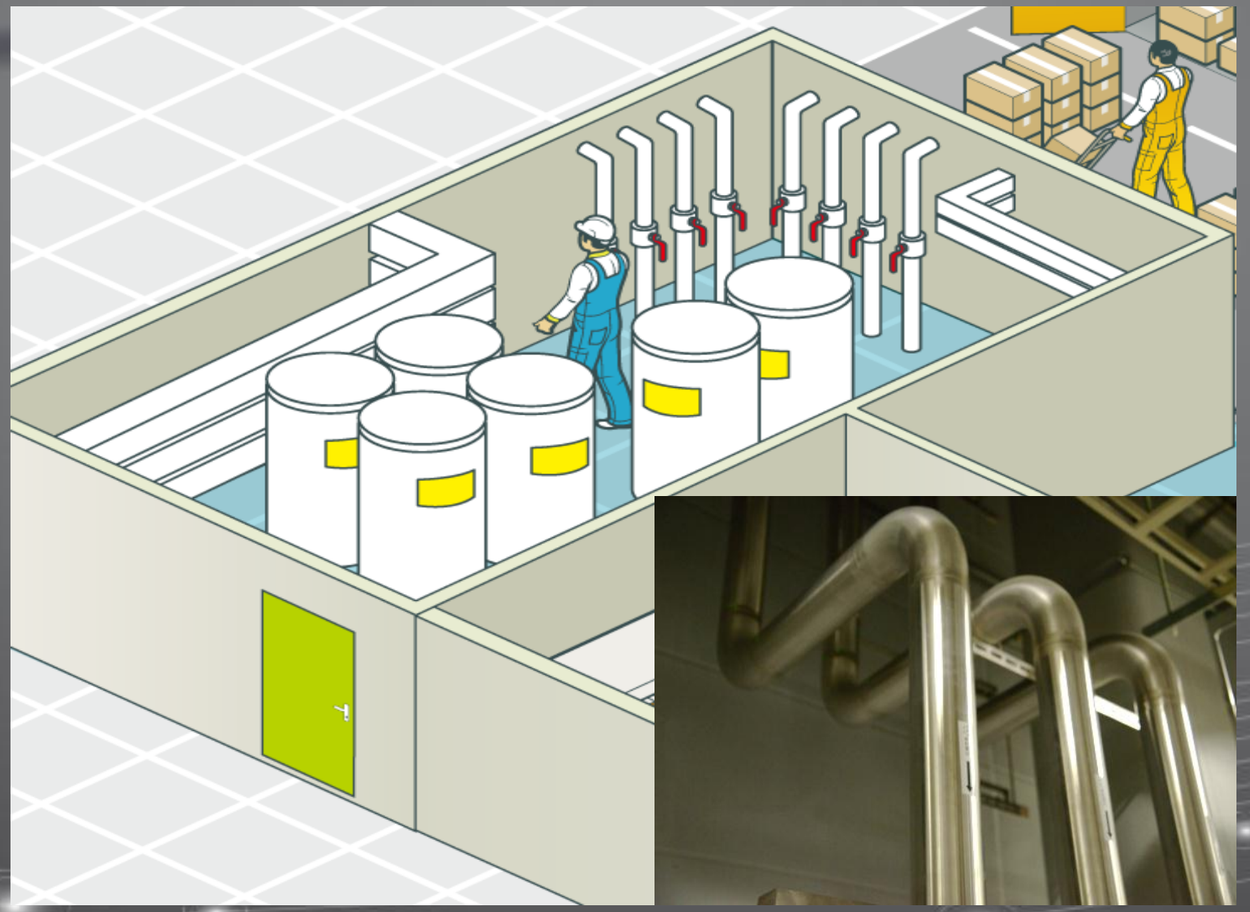
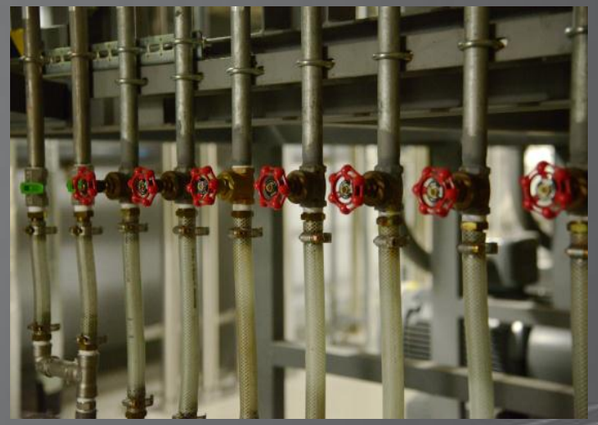
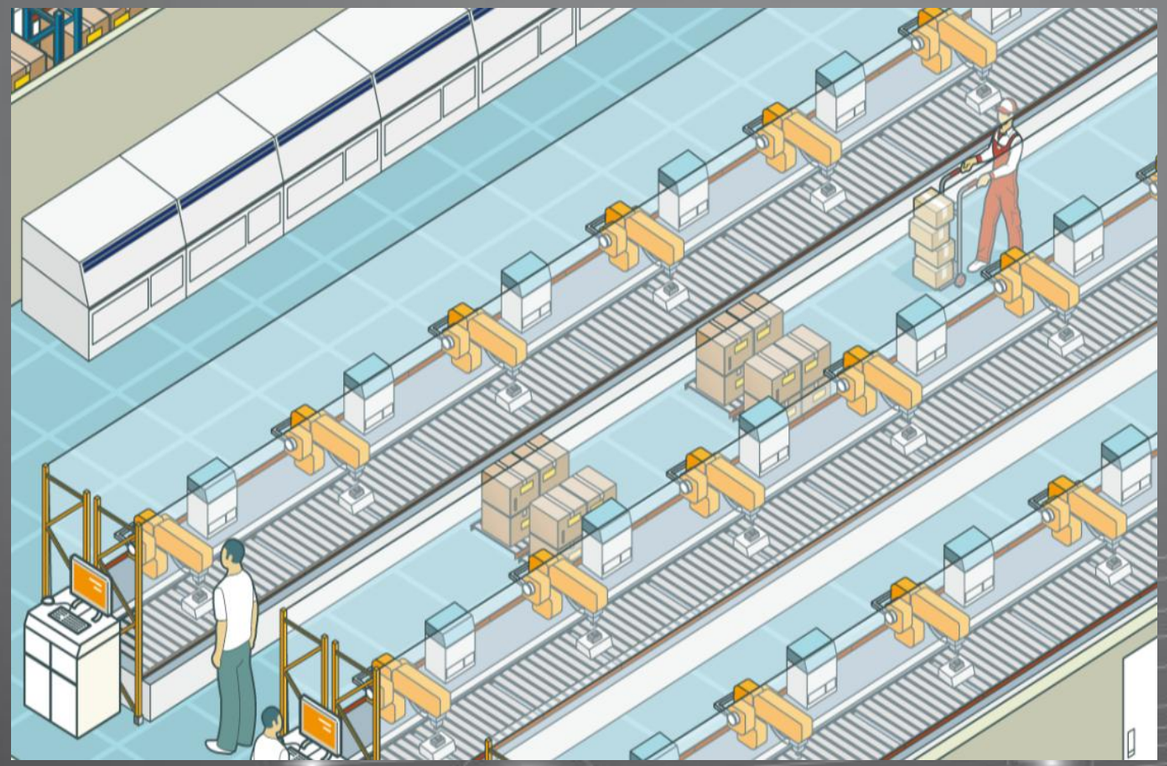
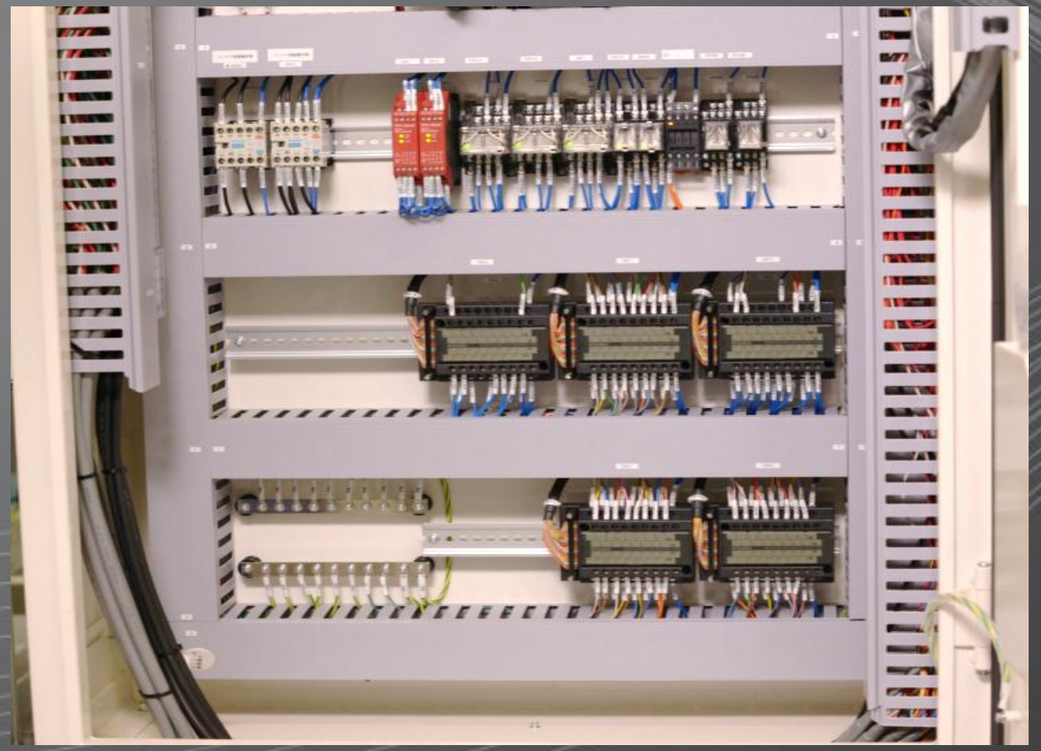




- FA (Factory Automation) Equipment / FA Controller





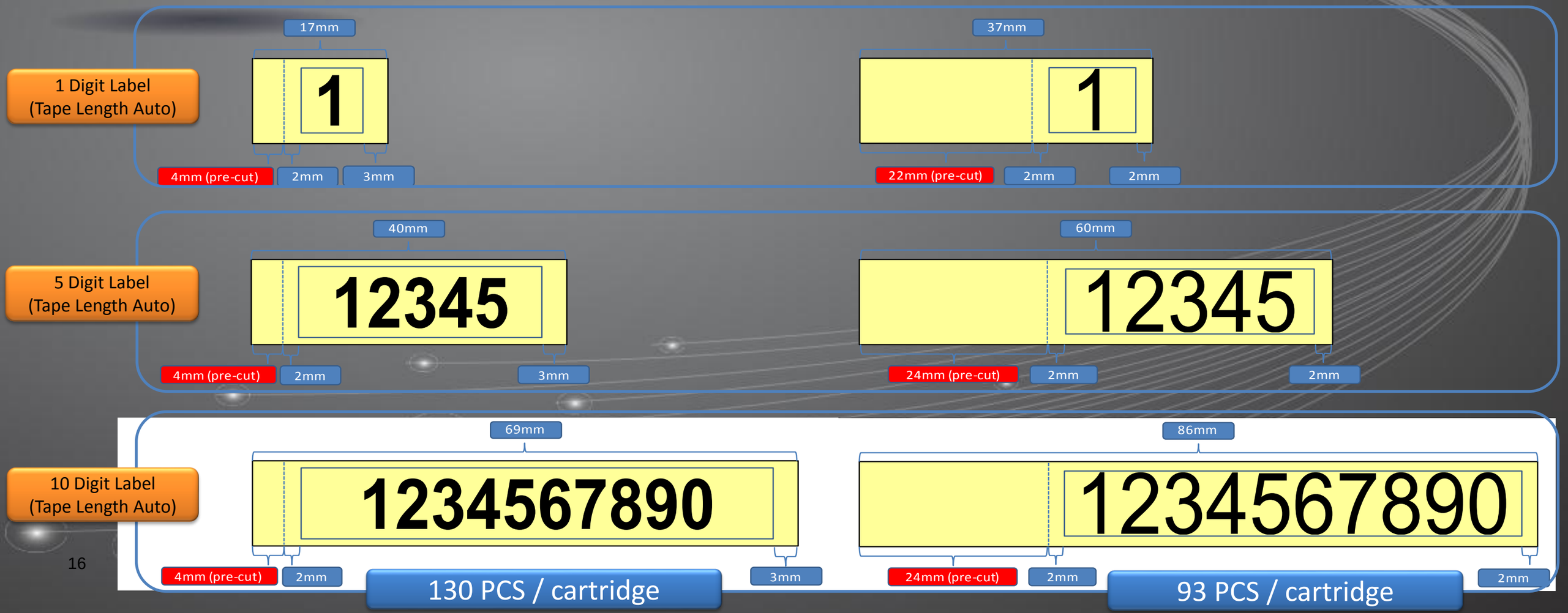
To Save Cost

To save cost: Tape Rewinding & 9M Tape

- Rewind tape before starting printing
  - ➢ Shorten the front margin from approx. 10mm to approx. 4mm
  - ➢ Limitation
    - ✓ Tape rewind function doesn’t work for the following tapes
      - HST
      - Self-lamination Overwrap (Cable Wrap)
      - Ribbon
      - GID
      - Reflective
      - Heat- resistance
      - Magnet
      - iron

To save cost: Tape Rewinding & 9M Tape

Much lower TCO by “Tape Rewinding” function and 9M tape



To save cost: Higher impact resistance

- Comply with Mil Spec.
  - Need to pass the impact test dropped from 1.22m height
  - Evaluation method

- Not easy to be damaged by several impact

To Save Time

To save time: A wide variety of tape width can be used (4-36mm)

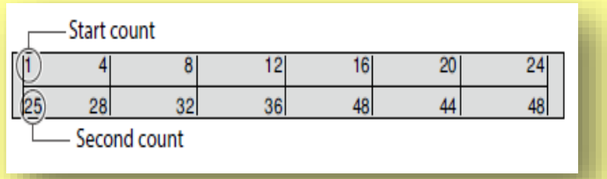
Possible to use a wide variety of tape width

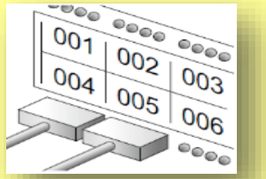
Tape width: 4mm – 36mm

To save time: Easy to create label

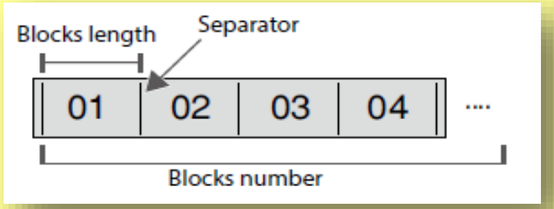
- Shorten the input time by “Hot Key”

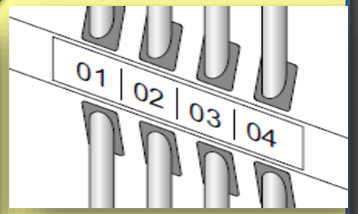
P.Block (Punch Block)

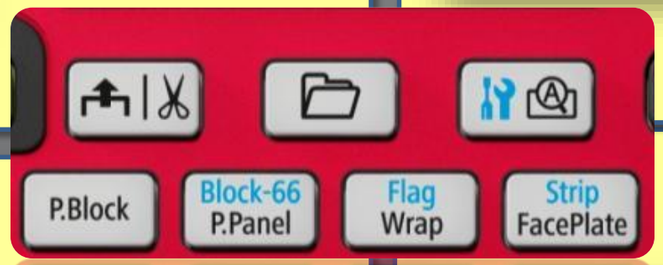




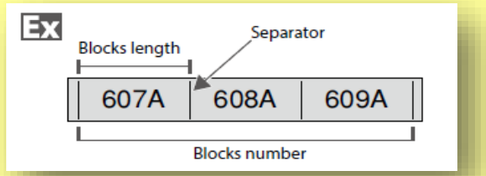
Block-66

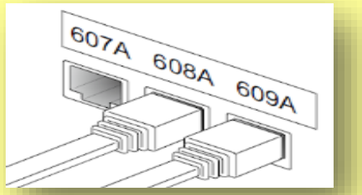






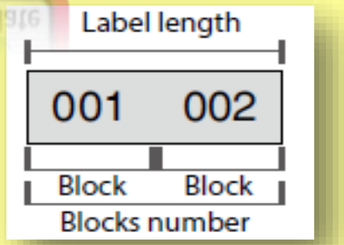
P.Panel (Patch Panel)

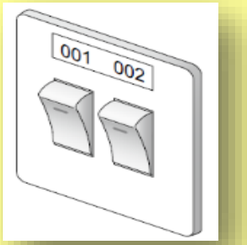




MIX-Len

Face Plate

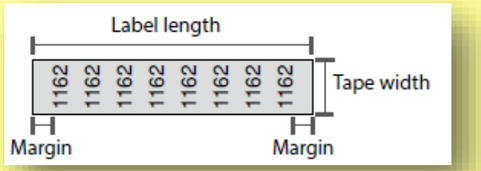


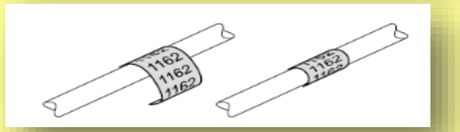


To save time: Easy to create label

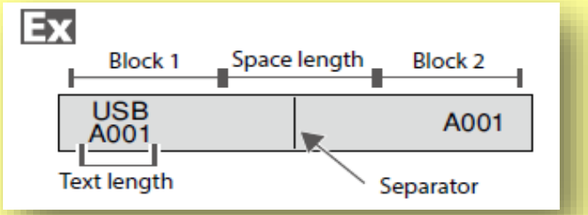
➢Shorten the input time by “Hot Key”

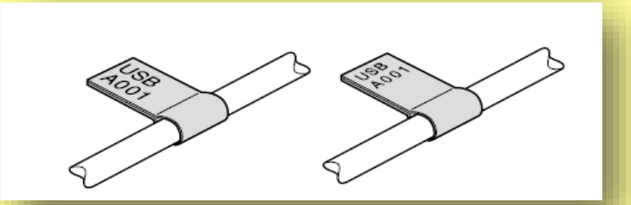
Wrap



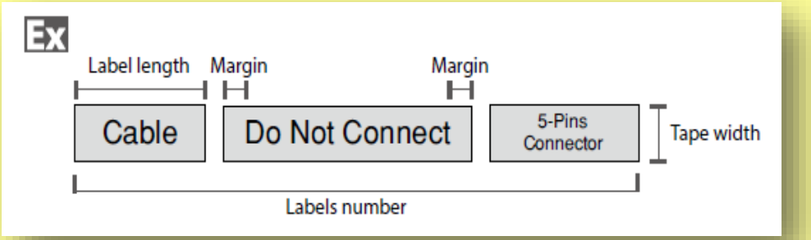


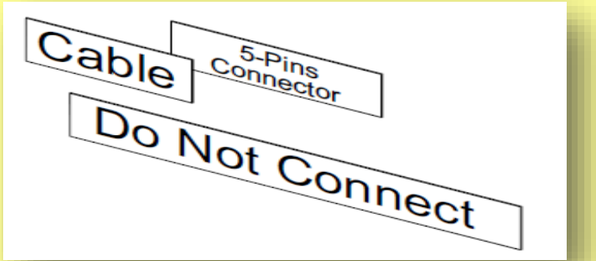
Flag





Mix-Len (Mix Length)

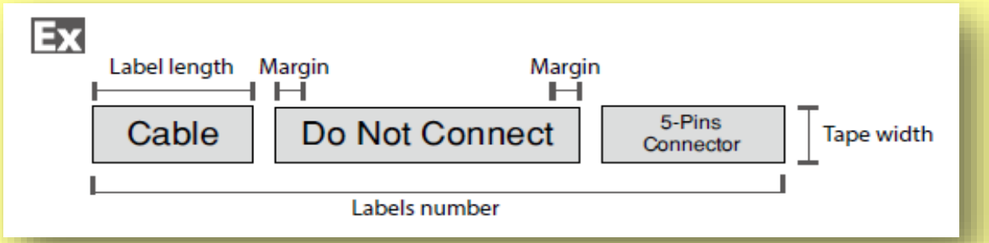


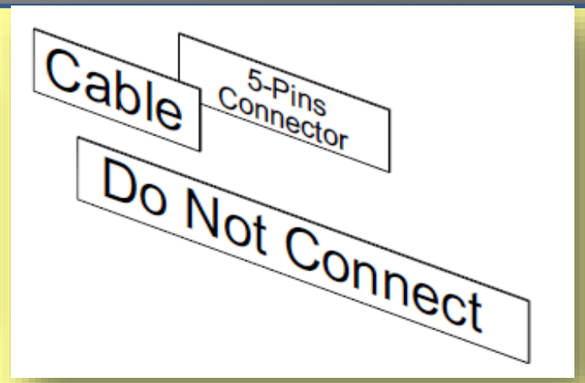


To save time: Easy to create label

Mix Length
Max. 50 different length of labels can be printed

Mix-Len
(Mix Length)





- Total number of label pattern which can be saved
- 100 pattern of label can be saved

To save time: Easy to create label

- Useful printing and cutting method to support labeling in every field

Printing Mode	Cutting Mode	New Function	Remarks
Single Label Printing	Auto cut or Half cut	Drop stop	Drop stop function works when label length is 28mm or more
Multiple Label Printing	Auto cut	Pick & Print 	Drop stop function works when label length is 28mm or more
Multiple Label Printing	Half cut	Half cut 	Drop stop function works when label length is 28mm or more

To save time: Data Download & PC Connection

- Data download function
  - ➢Possible to download and save label data which was created by Label Editor on PC
  - ➢Print label created by PC
- PC connection
  - ➢Passible to print label created by Label Editor by connection to PC

Conventional vs. Digital Color Label Printing

imagine it. realise it.

THE PACKAGING & PRIME LABELS DOMAIN

LABELS **90%**

FOLDING CARTONS

5%

FLEXIBLE PACKAGING

5%

LABEL PRINTING METHODS

Offset **21%**

Flexo **65%**

Screen
Gravure
Letterpress
Digital Press **14%**

Digital Press will grow due to :

- **Increase in Low Volume Job**
- **Variable Data Printing**
- **Speed & Flexibility**
- **Cost control**
- **Private Labels**
- **Test Marketing**

Digital Color Label Printing is an enhancement, not a replacement of Conventional Label Printing practices

THE LABEL DOMAIN

PRIME LABELS

Packaging Labels

Labels put on a product at time of manufacture to promote and sell a product

GHS Labels

TRACE & TRACK LABELS

HEALTHCARE & WARNING LABELS

SECONDARY LABELS

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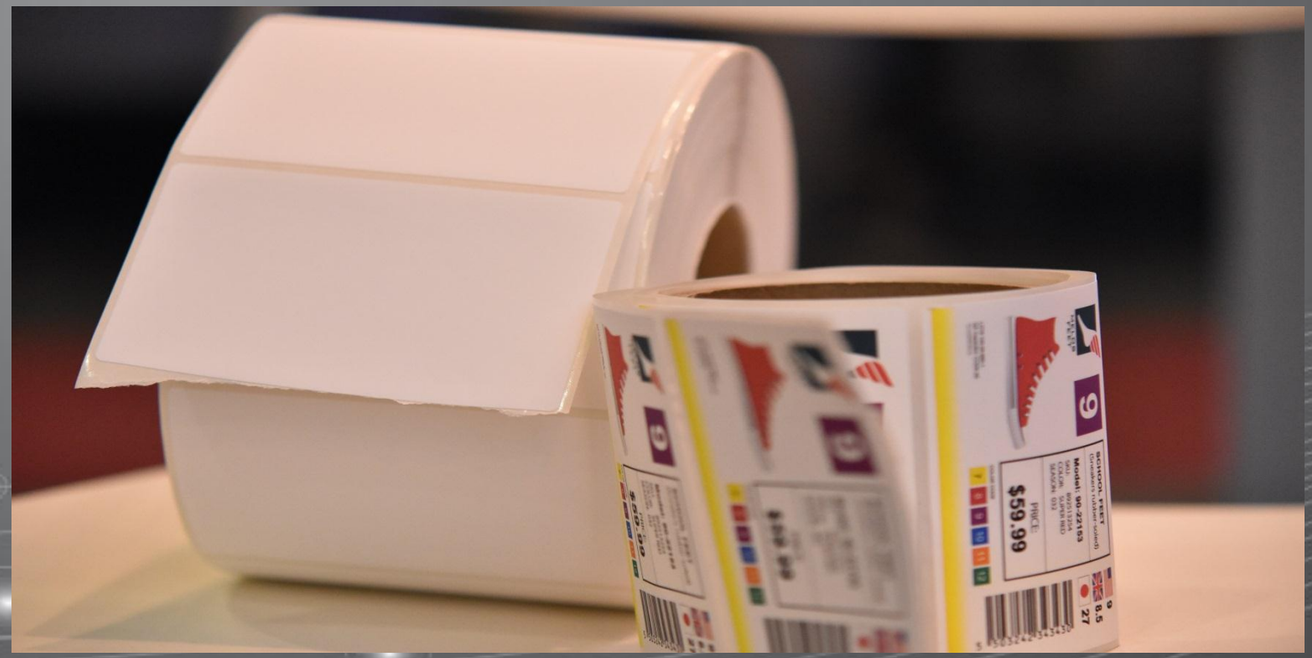
DIGITAL COLOUR LABEL PRINTING

Short Run, On Demand Color Label Printing – The Paradigm Shift



PACKAGING & LABELS IN MANUFACTURING

PRODUCE

AGGLOMERATION

DISTRIBUTION

PRIMARY LABELLING

SECONDARY LABELLING

WHAT HAPPENS WHEN THERE IS A SHORT RUN JOB REQUIREMENT?

- Create the plate (CTP)
- Print the labels

CONVENTIONAL 2-STEP APPROACH

- Pre-printed labels
- Print the barcode

DIGITAL 1-STEP APPROACH

- Create the design in PC
- Print the labels on demand

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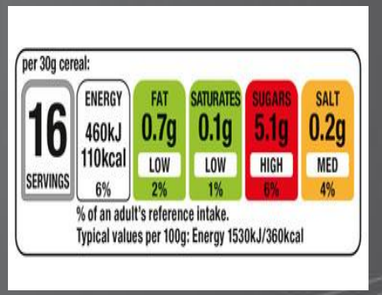
SECONDARY LABELS

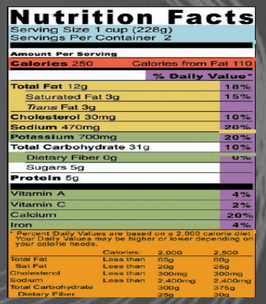
GROWTH IN COLOUR REQUIREMENT

HEALTHCARE

PACKAGING & REPACKAGING

FOOD & NUTRITION





US Department of Health has set out how food labels will look like and outlined how a colour-coding scheme of energy, salt, sugar and fat will look and how their levels are set.

DIGITAL COLOR LABEL ON-DEMAND PRINT ADVANTAGE

- **COST SAVINGS** -Low Volume, Short Run jobs
- **FLEXIBILITY** -Variable Data, High Mix SKUs
- **CONTROL** -In House On Demand Printing

DIGITAL COLOUR LABEL PRINTING

Digital Color Label Solution

DIGITAL LABEL PRINTING SOLUTION

INDUSTRIAL

COMMERCIAL

PERSONAL

COMMERCIAL
Print Svc Providers

IN-HOUSE PRINTING

Manufacturing, Pharmaceutical, Healthcare,
HVAC, Construction, Industrial, Logistics, etc

Home & Small Office

WIDE

EXCELLENT

WIDE

MEDIA VERSITILITY

PRINT QUALTY

LABEL WIDTH

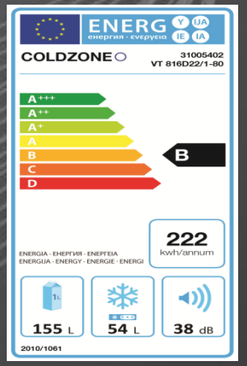
LIMITED

MODERATE

NARROW

Prime Labels

Secondary Labels



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THANK YOU

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