

Application: Thermal Transfer Overprinter
Industry: Food
Customer Details: Poultry Packer, SIC 2015



Problem:

When this major poultry packer was having continuous problems with a well-known competitor's thermal thermal transfer overprinters, they were given an ultimatum - trade up to the extremely expensive new premium model of the manufacturer's TTO printers or lose service and support for the old models already installed and needing constant repair. That was about a \$100,000 ultimatum, so they reached out to a new vendor in search of a better solution.

Solution:

New high-performance TTO printers were spec'd in after an onsite visit. Also, the team determined that the customer could use the new manufacturer's proprietary adaptor kit to utilize the previous supplier's in-line brackets to mount the new high-performance TTO printers, saving the customer expense.

Key Benefits:

The utilization of the existing bracketry presented a dual benefit of saving the customer roughly \$1,000 per production line and at least one extra day of installation fees. But most importantly, the customer was able to save 40% off the cost of the equivalent "leading brand" TTO while getting more rugged and reliable thermal transfer coding systems, improving their production efficiencies and giving them peace of mind.



...and that's a PIN=WIN!