



## IML Technology Reduces Costs While Improving Label Quality

### Challenge

Toro®, one of the world's leading manufacturers of outdoor power equipment, was struggling with in-mold labels (IML) at its El Paso facility. High scrap rates and long cycle times were interfering with the manufacturing process, raising production costs and impairing the efficiency of the entire El Paso plant. Taylor was invited by Toro to test an alternative IML solution in the hope of boosting operational efficiency.

### Solution

Taylor's industrial label experts applied their materials science knowledge and introduced Toro to our patented Grafilm® IML technology.

- Grafilm adheres to the mold better than other label substrates, reducing scrap rates and decreasing production costs.
- It creates a chemical and mechanical bond with most resins, simplifying the manufacturing process and eliminating the need to match resin types.
- Labels made with Grafilm offer unmatched durability and UV resistance, improving the long-term performance and appearance of the label.
- Taylor provides ongoing IML tooling and production support for Toro through biannual on-site visits.



### Results

Taylor's proprietary Grafilm IML technology produced a variety of benefits for Toro.



#### COST SAVINGS

The switch to Grafilm reduced Toro's IML scrap rate, saving them \$25,000 in the first year.



#### RISK REDUCTION

The improved performance and durability of our IML labels reduced long-term product liability risk.



#### STRATEGIC GOALS

The shorter cycle times of Taylor's IML solution improved the El Paso facility's production efficiency.