

Digital Durable Label Solution Improves Lean Compliance

Results

Taylor's digital durable label solution delivered a variety of hard and soft cost benefits for the manufacturer.

Challenge

A global consumer goods manufacturer followed strict Lean Manufacturing standards at one of its facilities, which included a rigorous Clean-in-Place (CIP) process. Weekly spray-downs with 150-degree water and the use of abrasive scrub brushes caused the durable labels on production line equipment to peel and fade within just a few months. The manufacturer printed the labels in-house on an industrial label machine and needed a better solution. With 100,000 square feet of production space, hundreds of storage tanks and miles of pipe to label, the process of removing, printing and re-applying fresh labels had become a costly and time-consuming exercise.

Solution

The labeling experts at Taylor were brought in to analyze the situation. Applying our materials science expertise acquired through decades of work on durable industrial labels, Taylor was able to recommend new label substrates and adhesive formulations that would stand up to the harsh CIP process. We then assumed responsibility for label production using our digital durable label technology. Labels were printed on-demand and delivered to the manufacturer on sheets for easy application and tracking of quantities.



LABEL PERFORMANCE

The labels produced by Taylor lasted 5-6 times longer than those that had been printed in-house.



COST SAVINGS

The labor required to maintain production line labels facility-wide was dramatically reduced.



PROCESS FLEXIBILITY

Printed on-demand using digital technology, the new labels could be customized from order to order.