

INNOVATIVE PROBLEM SOLVING



Just because it's always been an issue, doesn't mean it has to continue to be

OUR CHALLENGE

Electronics component assembly is a delicate process that involves some not-so-delicate steps along the way. Harsh chemical washes and exposure to intense heat can render labels crucial to tracing products throughout their lifespans unreadable. One electronics manufacturer was having so many issues with the print rubbing off of their tracking labels after exposure to chemical wash solutions that they contacted the chemical supplier for help.

SECTOR

Electronics

SEGMENT

PC Boards & Components

FUNCTION

Tracking & Traceability

100%

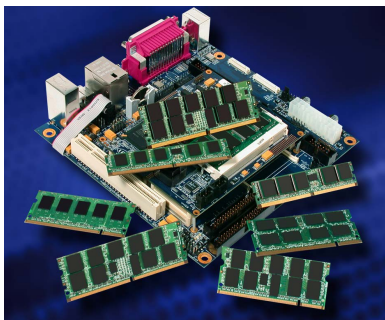
Failure Rate with Previous Solution

100%

Success Rate with IDENTCO Solution

4

Days from Initial Contact to Shipped Product



“If you can't read the label, you can't track the product. IDENTCO solved this mission-critical problem for us.”

OUR SOLUTION

Over 30 years of focusing exclusively on industrial labels, IDENTCO has become well known for finding solutions where others have failed, which is why the cleaning chemical supplier recommended that this company call us. IDENTCO offers a portfolio of 20 chemical-resistant durable label products, so we were confident that we could resolve this customer's issue. We discussed the situation with engineers from the company, including the ribbons, labels, printers and wash solution they were using. Within one day of obtaining the information from the customer, we sent samples for them to test. They conducted tests the next day and approved the product. We shipped the finished product within 2 days after approval.