

Winter 2010

Pressure Sensitive

# Innovations

A newsletter dedicated to the success of TLP customers



Tailored Label Products, Inc.  
"Passion for Innovation"

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## The Long Term Benefits of Lean Manufacturing

Lean Manufacturing has become necessary for all manufacturers to be globally competitive with a high degree of reliability. TLP was an early adopter of Lean Manufacturing practices to reduce customer costs and to shorten production times.

TLP continues to be unrelenting in our efforts to achieve operational improvements that provide tangible value to our customers.

That sets us apart from our competitors by making us more efficient ... and those efficiencies are passed on to our customers in the way of lower costs, higher quality and reduced turnaround time.

Breaking down processes to weed out anything that doesn't add value to our customers isn't something we do monthly, weekly or daily. It's constant. It's part of the culture that permeates everything and everyone at TLP.

And we have the growth, the loyalty and even some awards to prove it.

As one small example, TLP reduced the time it takes for an order to be received, processed and put in the hands of our production staff. Our "culture" found ways to eliminate waste and redundancies and removed nearly

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VP, General Manager, TLP, Inc.



## Providing Client-Specific Solutions at TLP

In a conventional cryogenic application, labels are imprinted on a thermal transfer printer and auto-applied to the vials. Then the vials are dropped into liquid nitrogen, which reaches a temperature of -321(F) -196 (C). Labels must adhere securely and withstand the extreme environment to maintain chain of custody.

Typically, the labels are white and cover the circumference of the vials so high-density bar codes and other vital information can be easily read.

However, on smaller 1.5 mil vials, the labels covered so much of the circumference of the vial; it prevented viewing of the contents, which is vital for the technicians dispensing the contents.

"The challenge was to create a label that allowed the imprinting of high-density bar codes and other information which could be easily read, while allowing the lab technicians to see through the label," said Jim Petersen, Sales Representative.

"We created a clear label that has an area of white that can accept the high-density bar code and still be auto-dispensed," he said.

A clear tab then wraps around the vial to protect the printing on the label, and still allow the technicians to see into the vial.

The overlapping tab gives the labels excellent conformability and adhesion characteristics for the very small diameter vials.

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## In The News

**TLP Awarded NAM Trowbridge Award** - The National Association of Manufacturers (NAM) has recognized TLP with the Trowbridge Award for "Commitment to Community Service." In 2008, TLP donated more than \$25,000 in time and material support to 18 community organizations and exceeded that total in 2009 despite the challenging economy.



"One of TLP's core beliefs is that our executives should lead our organization by example," said TLP President Mike Erwin. "Our management staff is actively engaged in several community groups working to improve the quality of life for our citizens. Our employees are encouraged to engage in opportunities and charities that are important to them as well. Through our team, we learn about opportunities to reach out to help our employees, our customers and our community."

**TLP Wins Business Journal's Top Milwaukee Workplaces for 2009** - TLP was designated as one of the Top Milwaukee Workplaces for 2009. The competition is stiff as nominees are sent a survey link and all employees are expected to respond. Winners must: (1) Obtain a high employee participation rate based on the number of Milwaukee-area employees; and (2) Earn a high rate of positive responses based on the employee surveys and an aggregate score.



**TLP Wins PIA 2009 Best of the Best Workplaces in America Award** - TLP was honored as one of the 2009 Best of the Best Workplaces by the Printing Industries of America. Winners are chosen based on successful management practices, positive work environments, training and development opportunities, recognition and rewards, workplace health and safety programs, financial security, and work-life balance initiatives.

**Tracy Tenpenny Promoted to Vice President of Marketing and Sales** - Tracy's responsibilities include business development, new product development, strategic market planning, key account management, and sales and marketing team management.



# Quality Engineering **Tips** From the TLP Team



Sue Cantwell Jim Brown George Scannell

## Labels Used on the Front Line ... Reliability Testing on Military Tank Labels

TLP's labels are often subject to rigorous environments. TLP took the initiative to provide endurance testing at an entirely new level. When the adhesive surface is a U.S. military tank...we're serious about performance.

In order to ensure the integrity of the results, a third party audit company is retained to test labels ... in this case, Stork Technimet. Since 1978, Stork Technimet has provided engineering and testing services for clients nationwide. Their multidisciplinary staff of engineers and scientists has many years of experience in the analysis and prevention of failures, materials testing, and product evaluation.

The tank manufacturer provided the specifications and Stork Technimet conducted all the testing. The labels were tested for:

**Normal Cleaning** – The tank manufacturer specified that the area needs to be cleaned enough to make sure any residual nuclear-biological-chemicals (NBC) are removed and safe for unprotected handling. The labels exhibited no peeling or lifting after cleaning.

**Chemical Resistance** – The labels were tested per the requirements of ASTM D 1308-02 and followed by normal cleaning. The labels were adhered to the substrate with hand applied pressure and immersed in a decontamination agent for 30 minutes. Following exposure and normal cleaning, the labels exhibited no peeling or lifting.

**Service Temperature** – The labels were evaluated according to procedures supplied by the manufacturer and Stork Technimet. The labels were adhered with hand-applied pressure and exposed to 30

days at -35 (F) followed by 30 days at 160 (F). Following exposure, the labels were readable.

**UV Light Resistance** – The labels were exposed to an accelerated weathering environment in accordance with ASTM G 155, Cycle 1 for a total of 1,000 hours. The labels were adhered with hand-applied pressure. Following exposure, there was no visual evidence of peeling or blistering. The labels were readable with no visual degradation to the inks or materials.

So even if you're not labeling a tank, reliability testing provides greater assurance to your and

your customers.



Labels after being subjected to extreme testing.

## Lean Manufacturing

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a week from the administration process.

That not only means that we're able to complete your orders faster, it means operations people have more time to make better decisions about what jobs can be produced together to save time, money and resources.

Our dedication to "continually improve processes" recently resulted

in achieving two consecutive months with no late shipments ... an accomplishment that's nearly unheard of in our industry.

TLP now even tracks and reacts to "near late" orders to identify the issues that caused the order to be "near late" and eliminate those system inefficiencies.

This prevents problems for customers in the future.

TLP is different from most other manufacturers. And for our customers, that's often all they need to know.

# Solutions

## Reflective Labels and Decals

Constructed with glass-bead coated vinyl, our REFLECTIVE products are an effective solution for warning and instructional labels that need broadcasting in low-light environments and long-range bar code scanning.

With exceptional outdoor durability, fleet marking vehicle grade TLP REFLECTIVE labels and decals feature a high-performance permanent pressure-sensitive adhesive. Ideal for applications that require conformability and

permanence. Excellent chemical and scratch resistance.

Reflective Labels and Decals from TLP are available with no set up costs, no plates or tooling charges.

Using our digital print system, we can print, laminate and die cut labels to any size or any shape.

Reflective materials are available in a wide array of colors. In addition to reflective stocks, we offer metallic vinyls.



## Win an iPod®



We are giving away an iPod®.

In 1800, Lord Stanhope invented the first printing press made of all cast-iron parts, requiring 1/10 the manual labor and doubling the possible paper size.

In 1880, development of a halftone screen allowed for the first photo to be printed with a full range of tones.

In 1969, Douglas Engelbart developed the first computer mouse, setting the stage for the future tool of graphic design.

In 1985, Aldus, formed by Paul Brainerd developed PageMaker software. He also coined the phrase "desktop publishing."

In 2010, digital printing is now the norm. Labels can be ordered online and many companies can handle complicated projects on their own printers. Still, we owe these folks a lot in the development of modern printing, so to honor them, we are giving away an iPod.

Go to the TLP Web site, click on Barcode Entry and compare your number to the number on the web site. If it matches, you win an iPod.

Match the barcode printed below at [www.tailoredlabel.com](http://www.tailoredlabel.com) to see if you are a winner.



## Cryogenic Vials

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TLP can work with a range of materials including pharmaceutical and medical grade polyesters, Tyvek, vinyls, polyolefins, polycarbonates, and more.

## Useless Facts

- The American yew tree is used as shrubbery around most Federal buildings in Washington DC. Its scientific name is *Taxus taxus*.
- According to the Census Bureau, there are more elected public officials in the US than bank tellers.
- The trilobite is Wisconsin's state fossil.

Visit [www.tailoredlabel.com](http://www.tailoredlabel.com)

