

Innovations

A newsletter dedicated to the success of TLP customers



Tailored Label Products, Inc.
"Passion for Innovation"

W165 N5731 Ridgewood Drive
Menomonee Falls, WI 53051-5658



Innovations

A newsletter dedicated to the success of TLP customers



- IN THIS ISSUE**
- Going Green
- QE Tips Quality Engineering
- Solutions TAG
- In the News

Going Green

TLP has instituted several innovative environmental initiatives that encompass all aspects of our manufacturing operations. These initiatives are not only good stewardship; they are good business. And they provide our customers with measurable competitive advantages.

We become the solution when companies are looking for a supplier that has already embarked on environmental stewardship programs and sustainability initiatives. When customers need verification of environmental responsibility, we're able to provide that information.

Our environmental programs also help TLP customers differentiate themselves from competitors. In many markets today, there is a notable advantage to meeting higher environmental standards and we help our customers to do that.

We are obtaining Label Initiative For the Environment (L.I.F.E.) certification from the Tag and Label Manufacturers Institute. It is the only program of its kind, developed by converters and suppliers to the narrow web industry to

(continued on page 3)



TLP Launches New Product: TAG[™] Floor Art System

Connect to your customers from a different point of view with **Tailored Aisle Graphics**. TAG is the latest in on-floor and visual display merchandising, transforming the store aisle battle zone into a branded zone—bringing your products to life in a virtual world that immerses your customers in your brand and enhances their in-store experience.

Think of TAG as your floor merchandising on steroids. Yet most importantly, a merchandising tool proven to increase sales lifts as high as 66%!

"The floor transformed our store. It made a huge visual impact on customers without the use of costly fixed structures. This branded zone continues to generate significant sales increases for Klem's and our vendors," says Jessica Bettencourt,

General Manager for Klem's, a family-owned store located in Massachusetts.

What is TAG? TAG (patent pending) is a highly durable, low profile film engineered to eliminate dirt edge build-up and prevent delamination of materials due to floor traffic, forklifts, floor burnishing and extreme environmental conditions. TAG also meets both non-slip ASTM standards for floor applications.

TAG's greatest performance attributes versus traditional floor graphics are:

- 1) its ability to be easily applied and removed without damaging prior layers of existing wax or surfaces and
- 2) once installed, the large surface area is waxed to seal the graphic

(continued on page 3)

In The News

TLP Wins Waukesha Small Business of the Year - TLP won the Waukesha County Small Business of the Year Award. The company was saluted for excellence in their treatment of stakeholders, including customers, employees and the community. The award was presented by Waukesha Chamber President, Patti Wallner, and BizTimes Milwaukee publisher Dan Meyer to TLP president, Mike Erwin. The company was also profiled in the June 15 edition of BizTimes.



Second Chance Program Featured in Journal Sentinel - TLP's participation in the Second Chance program was featured in the June 2 Edition of the Milwaukee Journal Sentinel. This program offers at-risk high school students the chance to work at local manufacturing plants and acquire enough credits at the same time for high school graduation, providing real-world applications for their academics.

Mark Little Promoted to Flexographic Operations Manager - Mark handles all aspects of production and quality for the flexographic business.

Felicia Tyler Promoted to Wrist Band Project Manager - Felicia oversees the production of the wrist bands TLP produces for a wide range of markets.



TLP's green logo was created by Ruth Herdrich.

VP, General Manager, TLP, Inc.

Quality Engineering **Tips** From the TLP Team



Sue Cantwell Jim Brown George Scannell

TLP's Engineering Services Analyze and Document Process Reliability

Our customers know that when they apply our products within a manufacturing process that production lines will run quickly and efficiently. They can't afford needless downtime for labels or masks that just don't fit the tight space properly.

Enter TLP's process reliability.

TLP relies on our engineering services team and specialized equipment to ensure process reliability. Labels, masks and other adhesive products are manufactured to precise, repeatable tolerances.

TLP works with a number of automotive customers and has the capabilities and experience to provide the documentation needed for the Production Part Approval Process (PPAP) which is a cornerstone of the automotive industry quality program. Now, TLP's non-automotive customers benefit from this same attention to detail and process analysis.

"Essentially, we look at the components of a label or mask to determine potential variables such as roll quality, die cuts, color, clarity, etc., and then work to reduce those variables so the labels are consistent across multiple, non-consecutive runs," explains Sue Cantwell, Senior Quality and Process Excellence Engineer, who primarily focuses on Quality Analysis. Other team members include Jim Brown, Senior Manufacturing Engineer and George Scannell, Senior Project Engineer,

who concentrates on Process Improvements. **(See the sidebar for insight into TLP's CAD services.)**

In addition to staff, TLP uses world-class measurement tools to support the quality improvement process. For example, the digital optical comparator allows TLP to take snapshots of various labels and compare them using precise geometry to ensure labels are consistent.



Taber Abraser (Abrader)

In addition, a spectrophotometer is used to analyze colors, fine text, shadows, highlight details and the opacity of the labels. Color quality and consistency across runs are major challenges for any printer. "This piece of equipment is very sensitive and it requires an experienced technician to ensure it is used correctly and delivers accurate results," says George Scannell.

The Taber Abraser (Abrader) measures abrasion resistance. This ensures labels and adhesives are able to endure the hostile environments required by the customer. The strain measurement tests the shear, tensile and peel strength of adhesive layers between rigid surfaces. This testing is critical when you're bonding two unlike materials, such as wood and metal or even two different metals.

If you would like to learn more about TLP's engineering services, call your sales representative for more details, (800) 727-1344.

How Our CAD Services Can Help You

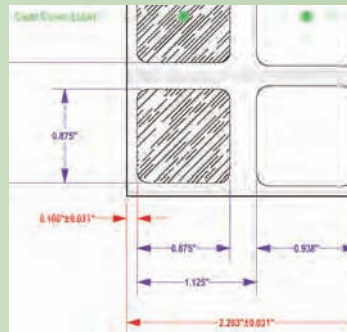
TLP's CAD designers can offer assistance to customers in two key ways:

1. Create drawings for customers who only have ideas about the label and how it should function.
2. Taking complex drawings and interpreting them to create finished products.

"For the first customer, there is a lot of interaction to ensure the label meets their requirements as far as dimensions, adhesive strength, color, etc." says Jim Brown, Senior Manufacturing Engineer. We can also create short-run prototypes that can be tested on the customers' products.

"For the second customer, our involvement is deciding which tools to use to create the products to achieve the proper results. These projects typically have several layers and components that perform different jobs. For example, a mask may be placed over a car stereo to protect it during production, so it must withstand the rigors of the assembly line, but when it comes time to remove it, there can be no residue."

The drawings often contain additional information for the employees about how to package and ship the labels, such as roll sizes, number of labels per row, wind directions and more. It's helpful to have all that information on the drawings as the job may not run for several months and the details would be forgotten.



TAG

(continued from page 1)

to the floor unlike traditional floor graphics where waxing is not recommended. Waxing is the key to success in the retail environment.

Where traditional floor graphics will tear, rip and fade, TAG withstands the punishment of retail traffic while remaining as bright and exciting as the day it was installed.

"While TAG was initially designed for the retail environment in creating a branded zone, we quickly discovered its true marketing impact



Retail space before and after TAG is applied.

in every environment. The product's ability to change out a few tiles gives it the flexibility to change a brand's message without removing the entire graphic," says Tracy Tenpenny, Director of Sales and Marketing for TLP.

If you would like more information about TAG and how it can work for your company, email TLP at info@tailoredlabel.com or visit our TAG Web site at tailoredaislegraphics.com.

Going Green

(continued from page 1)

improve green practices. This certification is part of our continuous improvement process and will include third party audits.

All new product development at TLP is based on established environmental best practices standards. We routinely work with suppliers like DuPont to use green-friendly products. And recently we switched our plate-making process from a solvent-based process to a more environmental-friendly, water-based process.

Twenty-five percent of TLP's team members are involved in our Green Team initiatives. This group, which is co-chaired by Jim Brown, Senior Development Engineer, and Ruth Herdrich, Customer Service Manager, comes up with green initiatives that impact both our facility and the outside environment as a whole.

For instance, we have a rideshare program to reduce outside emissions; a program to eliminate the use of plastic bottles inside the plant; paper, glass and cans are all recycled; a program to ensure lights

are off in rooms that are not in use; and much more.

Our new expansion was designed to incorporate a multitude of environmental-related features. For instance, the shipping and receiving docks have two sets of doors, so there is a chamber between the outside and our main facility. This not only saves heating and cooling, it helps to maintain the environmental integrity of our production area.

We also incorporated a corrugated bailer in the new facility. Now all corrugate boxes and materials are separated, bailed and recycled.

Our facility now takes advantage of Orion Energy Lighting which uses less energy, provides more light and is cheaper to run.

Incorporating these types of sustainability concepts into our facility and our production processes sets TLP apart and helps us to maintain our leadership role in our industry.

Win an iPod®



We are giving away an iPod®. On October 7, 1952, the bar code earned its patent--making it 57 years old. That small invention changed the entire retail experience.

To celebrate small inventions that change the world, 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 to see if you are a winner.



Visit www.tailoredlabel.com

