

# Innovations

A newsletter dedicated to the success of TLP customers



Tailored Label Products, Inc.  
"Passion for Innovation"

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## TLP's Challenge to You

One of the reasons TLP has continued to grow during these challenging economic times while many others in our industry struggle, is our extraordinary focus on helping customers solve difficult technical issues. In fact, there's a sign in our reception area that reads, "We like it when people bring us their business. We love it when they bring us their problems."

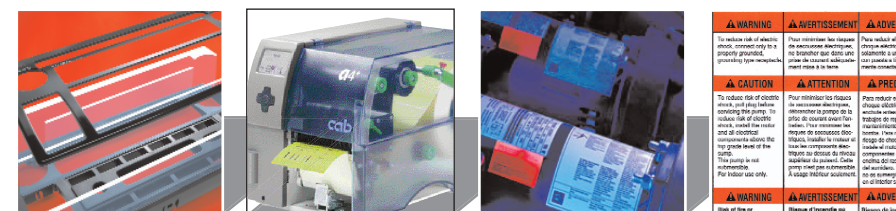


We actually "challenge" customers to bring us issues that others haven't been able to adequately solve. TLP has a nationwide reputation as a reliable resource for creative, collaborative engineering solutions for a wide variety of production or application issues. Our Technical Sales Team and Development Engineers are truly the best of the best. They routinely develop one-of-a-kind solutions for customers that often go well beyond simply conveying a message via a printed label.

For instance, TLP's ability to develop and produce specialty die cut parts that don't require mechanical fastening methods means we can eliminate the need for rivets, spot welds, screws or virtually any mechanical fastening systems. Many OEM's rely on us to design these types of adhesive fastening systems for their products to help absorb shock, eliminate concentrated stress points inherent in conventional mechanical fastening and reduce time and labor costs.

Our die cut adhesives are used in electronics, signage, construction and plastic and metal fabrication. For

(continued on page 3)

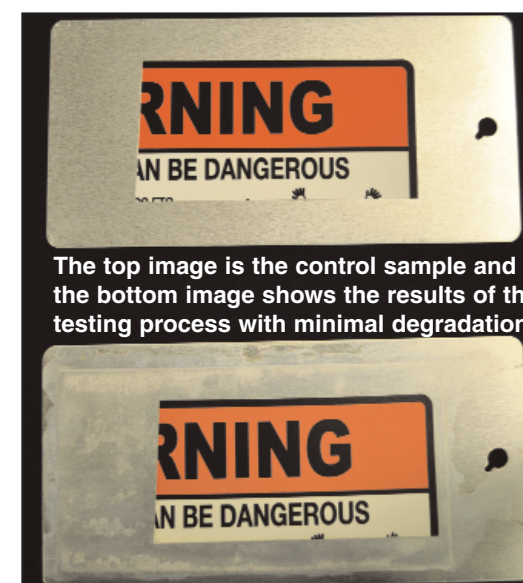


## Did You Know About Digital Ink?

Many people are unaware that some digital inks can be just as durable as those used in conventional printing processes.

So when customers are looking for short runs, one-of-a-kind or prototype labels that need to endure long periods in outdoor or harsh environments, TLP's digital printing process can be used in place of conventional printing with the added benefit of no plate or die costs for parts.

"Our digital ink has been thoroughly tested and has lasted 6 years in simulated weather environments with no film or ink degradation," said Deb Becht-Soliday, Technical Sales. "We use a solvent ink that resists fading and is suitable for a wide range of



commercial applications."

TLP routinely produces digital labels for trucks, cranes, outdoor electrical boxes and other applications that require durable, non-fading ink.

Call us for more details.

# In The News

**TLP Remains on the Inc. 5000 List for Fifth Year in a Row** - TLP ranks 4,376th on the Inc. 5000 list. "Our company has grown 21% during the past three years despite a downward trend in the industry," said Mike Erwin, co-owner and president of TLP. **It is very rare that a company makes the list five time in a row.** The Inc. 5000 is a list of the fastest growing private companies in America, based on the percentage of revenue growth from 2005 through 2008. This list is an expansion of the Inc. 500 list, which Inc. introduced in 1982.

**TLP's United Way Campaign Sets New Record** - TLP completed another successful United Way campaign that raised more than \$21,000--setting a new record, which included a 95% participation rate for the third year in a row. TLP has exceeded its goal expectation for the past seven years. As always, TLP is truly "Touching the Lives of People."

**Tailored Label Products, Inc. Receives First Place Award** - TLP earned first place honors in the Flexography-Line/Non-Prime category for a fine print, multi-language, harsh environment warning label at the 34th Annual Awards Competition presented by the Tag and Label Manufacturers Institute, Inc. Receipt of this notable award demonstrates TLP's focus on quality printing, specifically in comparison to highly competitive industry standards. "Well-structured manufacturing processes and a unique company culture enable TLP to continuously achieve our goals in both printing excellence and customer care," said Mike Erwin, president.

**Visit TLP at ATX South - May 2-3, 2012** - Visit the TLP Booth #1335 at the Automation Technology EXPO South at the Charlotte Convention Center, Charlotte, NC. With more than 600 exhibitors, attendees will have the opportunity to view innovative products and services related to Automation Technology industry such as fasteners and precision formed parts; flexible automation; machine vision systems; materials/parts handling and conveyors; motion control and motors and drives.

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



Sue Cantwell Jim Brown George Scannell Tina Stewart

## The New UL Adoption Program Allows You to Use Better Performing Products without Incurring Huge Costs

Underwriters Laboratories (UL) regulates the labeling of durable good products in an effort to protect consumers.

In the past, printers that wished to change the UL label construction for a product, had to contact UL and undergo a rigorous testing process, even if the new label product already existed in the printer's/converter's UL file. No changes were allowed without UL approval.

As a result, any move to a new construction was cost-prohibitive for both converters and manufacturers. But that changed last year.

Under UL's new model, a converter can "adopt" a different label construction for a flat fee of \$500 if that construction is already certified under UL in the manufacturer's UL file. No additional testing costs are incurred.

It also means quicker change-over because the new construction simply gets added to the customer's UL file. If certain inks need to be included in the adoption, UL charges a \$200 fee for each ink.

The new pricing allows you to change to better performing or more cost-effective label products at a fraction of the cost under UL's old model.

The new UL business model represents a dramatic shift for converters, OEMs, suppliers and UL. It reorganizes testing procedures and facilitates the process for acquiring UL listings.

Using this new UL adoption

model could mean substantial benefits for you.

For a flat fee of \$500, you can adopt any UL-certified TLP product for your UL-compliant-labeling application. No new testing is required, only a simple paperwork transfer. And TLP's technicians can assist or perform all the needed paperwork for you.

The flat fee applies to already UL-certified products; however, if you need to make additional changes such as a different film, adhesive or topcoat, those modifications may incur an additional charge from UL. The good news is that UL has a new pricing matrix.

When you contact UL and let them know that you are considering adopting a specific UL product with some modifications, they will consult their pricing matrix and provide you with a cost estimate – often within hours.

Our staff understands this new UL process and can work with you to review your current UL file and determine whether better performing or more cost-effective options are available. We can also create a migration plan to assist in this transition.



This new process will help minimize sales of counterfeit, non-UL recognized labels, and help OEMs improve product quality, as well as helping OEMs to gain the international compliance and recognition they desire.

In addition, TLP offers a wide range of UL-certified products and our products are certified for a broad range of applications and surfaces.

Combined with the new UL approach, we are positioned to help you take advantage of these changes and find products that meet your performance, pricing and delivery requirements.

**TLP's partner FLEXcon provided assistance in the production of this article.**



# Solutions

## QR Codes: Tips for Using Them and Getting the Most Out of Them

Everyone is familiar with bar codes and Quick Response (QR) codes are very similar. A QR code contains embedded information about a product or a thing. In order to reveal the information, use a Smart Phone to focus on the code. The phone will automatically reveal the hidden information which can be made up of any kind of data including:

- Phone numbers
- SMS messages
- URLs (website addresses)
- Map or contact information
- Text
- Music
- Calendar events
- Links to stores

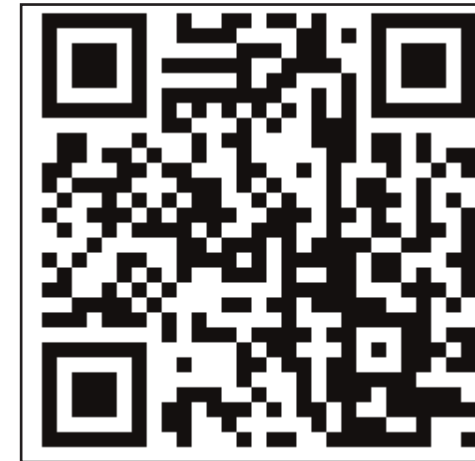
The technology has been available in Japan for some time and is gaining greater usage in the U.S. You often see QR codes on product packaging, in magazine advertisements and even on some buildings.

The functionality of QR codes may lead you to think it is a complex technology, but in reality, it's based on very simple technical rules. You don't have to buy high end hardware to use the codes.

There are many QR code generators available on the Internet and most of them will create the QR code for free. In addition, the software to read the QR code is also free and comes as part of the application package on many phones. (Those who have phones without the software can download a free scanning program.)

Following are some tips to maximize your return on the use of QR codes.

- **Track Your QR Codes.** The QR code generator websites typically offer tracking services for a fee and users should take advantage



*A sample of a QR code printed by TLP. Scan it to go to the website.*

of these services to determine if prospects scanned in the QR code. Some of the tracking programs are quite sophisticated, depending on your needs.

If you are directing folks to a URL (website page address), as long as the URL is unique to the QR code, you can track it through your normal website analytics program.

- **Avoid generating QR Codes from long URLs.** Long URLs create a dense code that makes it harder to scan. If your website

set-up dictates long codes, use a URL shortening program such as bit.ly or ow.ly. Also, some of the QR Code Generator sites will shorten the website URL as part of their service.

- **Be sure your QR code site is mobile friendly.** Since users will be using smart phones to scan the QR code, you want the page or data they receive to be mobile friendly. There are a number of web applications that can help you convert your website into a mobile friendly environment. However, this usually entails a complete re-design of your website and an investment of time and resources.

If your company isn't ready to make that type of investment, you can make the designated landing page more mobile-friendly by eliminating unneeded graphic elements and minimizing the amount of text of the page.

If you would like to learn more about using QR codes on your labels, direct mail pieces or even signage, contact TLP and we can show you many options.

### Bring TLP Challenges continued from page 1

instance, one of the adhesives we use holds more than 9,600 pounds of mirrored ceiling at an international air terminal. The bond resists weathering and compensates for expansion.

The same product is used in assembling traffic signs eliminating the need for screws, bolts or rivet fastening. The surface is smooth with no distracting rivet heads.

We also provide an array of distinctive engineered products for

security and asset tracking solutions, extremely harsh environments and many other out-of-the-ordinary production and label circumstances.

So bring us your problems, and let us develop engineered solutions to meet your needs.



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