

Pressure Sensitive Innovations

A newsletter dedicated to the success of TLP customers



Tailored Label Products, Inc.
"Passion for Innovation"

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Uncommon Operations

I imagine that many readers of the TLP newsletter may ask themselves, "Why should I read a column about TLP manufacturing processes?" The answers are: You may learn how your company could reduce costs. You may find that TLP certifications will help you gain access to new markets. TLP "lean" and "green"

initiatives can become a competitive advantage for you in your sales efforts. Take TLP's recent ISO:TS16949 certification. This means that TLP is qualified to become a Tier 1 supplier to the auto industry. While we don't directly manufacture products for the big three auto manufacturers, some of our customers do. TLP's TS certification helps those customers to gain more preferential status with auto manufacturers.

The entire TS process, which took over a year to complete, was done with the goals of making us "better" and "leaner." While TLP has always been good at catching mistakes before they get out the door, TS has helped us to ensure mistakes don't happen in the first place.

It is very unusual for a company of TLP's size to earn TS certification. The process consisted of Gap analysis, which compares the certification requirements to current quality programs. After identifying areas that needed bolstering, (gaps), we created plans to attack those issues and formed focus teams which

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Innovative Label Reduces Raw Materials While Enhancing the Manufacturing Process

Most companies jump at a chance to save money by reducing raw materials and decreasing production time. TLP works hard to create those opportunities every day.

Take the manufacturer of high-tech, industrial storage systems which are engineered to handle everything from bulk materials to pre-assembled aircraft sections. The company was using cumbersome triple layered polyester labels to indicate part numbers, serial numbers, lot numbers and other information.

TLP's Jim Petersen along with a team of application engineers went

to work to develop an innovative new label that uses 30% less raw materials and makes the label easier to use and more durable.

"The customer didn't ask us to come up with a better, less expensive label," said Jim Petersen. "This is the kind of thing we do routinely to help companies reduce costs and be more competitive in the marketplace."

Jim and his team designed an innovative two layered clear polyester label that provides more flexibility, is easier to use and can withstand a harsh manufacturing process.

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VP, General Manager, TLP, Inc.

Quality Engineering **Tips** From the TLP Team



Sue Cantwell



Jim Brown



George Scannell

LSE Plastics Don't Have to Pose Sticky Situations

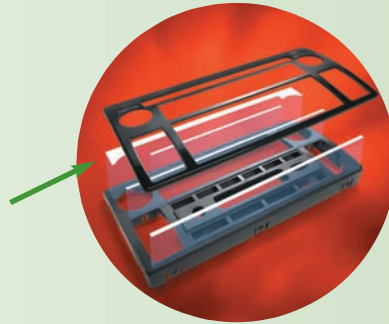
Low surface energy plastics, including polyolefin, polypropylene (PP), polyethylene (PE) and Teflon (PTFE), are cost-effective choices for molding parts. Vehicle components to children's toys to sound-dampening materials may utilize these types of plastics.

What these materials offer in budget and production-cost relief, however, inhibit the adhesion and ink printing processes. That represents a host of issues for product assembly and performance, like whether a label or gasket will stay adhered, which can affect manufacturer liability.

At the heart of these challenges is surface energy or the wet ability of a particular substrate. Measured in dynes/cm. For example, untreated PP or PE will have a low surface energy of 30 to 32 dynes/cm.

High-performance adhesives rectify the inherent label bonding problems associated with these types of plastics.

In lieu of high performance adhesives, priming or corona treating the surface to overcome the low surface is often used. While these processes convert the low surface energy of these materials to a higher surface energy for better bonding, these priming and treating



The white adhesive on the die cut parts will bond two different plastic materials together.

steps add to bottom-line manufacturing costs and can hinder speed to market. Bonding to low surface energy plastics without pretreatment is important for reducing costs and improving manufacturing efficiencies.

Specific Functions for Specific Environments

High-performance adhesives endure harsher end-use application environments and unusual product shapes that require adhesion to curved surfaces. These products are an effective solution where a general purpose, removable, or aggressive adhesive cannot quite meet the demands of the application.

An important trait to keep in mind about a high-performance adhesive, is that it is not necessarily a high performer in all situations.

For example, TLP offers high-performance adhesives specifically designed to withstand the service temperature extremes of automotive or electronic

components. That same adhesive may not provide high performance in resisting the effects, for example, of long-term outdoor exposure.

To establish the necessary "high performance" characteristic(s) and make an appropriate adhesive recommendation, TLP asks the design engineer or other knowledgeable application participant a series of questions about the product on which the adhesive will be used. Visit our website link at

www.tailoredlabel.com/applications to view those application questions.

Thanks to **Flexcon** for allowing us to reprint this article.

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implemented our plans.

All of our customers will increasingly benefit from TLP's certification. Our processes are even more streamlined to eliminate waste, reduce labor and increase overall efficiencies ... making TLP more competitive than ever; which should help our customers be more competitive as well.

Many thanks go to Sue Cantwell, our Senior Quality and Process Engineer, and others who took charge of this project and worked countless hours to ensure success for TLP and ultimately for our customers.

If you have any questions about TS16949 please feel free to contact me at jkerlin@tailoredlabel.com.

For Application Questions Visit Our Website at
www.tailoredlabel.com/application_questions/index.cfm



Solutions

Innovative Label

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“The label is applied to an oil coated piece of raw steel,” Jim explained. “Then it must withstand a high pressure powder coating process that includes three chemical solutions and electrically charged powder coat paint before going into an oven for 25 minutes.”

“When the product comes out of the paint process our 2 layered labels have removable protective masks that are peeled off revealing all of the information and graphics that were printed on the back side of the clear label,” Jim added. “Because the printing is on the back of the clear label the information is protected from harsh industrial environments.”



The labels are clear, allowing data to be added, and a second protective layer can be removed without residue.

TLP pre-prints a logo and sensor marks in mirror image on the back of the labels which are treated for thermal printing. This enables the manufacturer to add thermally-printed variable data to the labels

during the manufacturing process. The top side of the labels is silicone layered so that a second, protective layer can be removed after the painting process with no residue left behind.

“The adhesive on the bottom layer of our label sticks to the raw steel and actually bonds with the steel locking it to the product,” Jim further explained.

This type of ground-breaking industrial label design is one of the reasons why so many manufacturers bring production challenges to TLP.

We love it when you bring us your problems!

Introducing Industrial & Photo Quality Label Web Store

To respond to the needs of our customers for more convenient label ordering, Tailored Label has opened a Web store for the purchase of Industrial and/or photo quality labels.

“The industrial labels are of the highest quality as they have won a number of printing industry awards. Customers can make label purchases with confidence, knowing they will receive a quality product with a rapid turnaround,” says Tracy Tenpenny, Director of Marketing.

The store is very easy-to-use. Customers can select the size, shape and materials for the label from a list of provided options. Sample photos show customers the appearance of the labels.

Customers can also make custom ink selections and upload images or simply type in the text desired for the label.

Next, a PDF proof is sent prior to printing or, if desired, a different method of proofing can be selected.

The store also has a live quote function. As customers make their selections, the quote is automatically updated so customers can determine the impact of their choices on the price.

Turnaround is typically 12 days, depending on the options selected.

Another beneficial feature is that you can save your quotes. “This can save our customers time as they can retrieve previous quotes and modify them or simply send

Do you have a saved quote?
 Yes No

Choose Quantity: 100

Choose Size: (inches in decimals) 1 x 2

Choose Shape: Capsule

Choose Decal Material: 2 mil White Polyester

Choose Laminated Material: 5 mil Lexan®

CMYK Process Color

Additional Printing Info

Specify PMS Colors: Add Color(s)

Usage: Indoor Outdoor

Live Quote

Quote #	Quantity	Unit Price	Total Price	Production Time	Choice
	100	\$1.350	\$135.00	12-Days	<input checked="" type="radio"/>
	200	\$0.675	\$135.00	12-Days	<input type="radio"/>
	300	\$0.450	\$135.00	12-Days	<input type="radio"/>
	400	\$0.338	\$135.00	12-Days	<input type="radio"/>
	500	\$0.270	\$135.00	12-Days	<input type="radio"/>

Zip Code: 53051

Shape: Capsule
Size: 1" x 2"
Material Printed on: 2 mil White Polyester
Usage: Outdoor
Proof: PDF Proof

Quantity: 100
Price per Label: \$1.350
Color Matching: + \$0.00
Proofing Costs: + \$0.00
Total: \$135.00

them to production when they are ready,” noted Tracy.

The web store is ideal for small- to medium-run labels.

Visit www.tailoredlabel.com



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In The News

Awards

TLP Celebrates 25 Years of Manufacturing Excellence - In the same year that Apple sold its first personal computer, TLP was founded. Things were very different back then and we'll spend some time in our next issues talking about the major improvements at TLP and how they benefit you.

Best Place to Work - The award was given by Milwaukee Magazine and The Management Resource Association. It is the second time TLP has earned the recognition. The company also received a special award for "engaging" employees.

Manufacturer of the Year - TLP received the 2005 Manufacturer of the Year Award for medium companies and was again nominated in 2008.

TS16949 CERTIFIED - TLP received ISO/TS certification; a quality system standard for the global automotive industry and is required for Tier 1 suppliers.

Jeff Kerlin Promoted to Vice President and General Manager - Jeff will oversee day to day operations of the company. He led the 22,000 square foot expansion in 2008 and also led efforts to invent new label and tag products for the crowd control and patient tracking division.

William Pierce Award - TLP was given this award for their assistance with special scholarships for the School District of Menomonee Falls Education Appreciation event as well as their help with a new 2nd Chance classroom for the district.

