

INNOVATIONS

in Labeling Bar Code Solutions

WINCO Identification Corporation

Vol. 1 No. 1

SupeRoll

New Product Announcement

Winco's Identification Product Manager, John Burke, was on site at a manufacturing facility when the production line shut down to reload a roll of labels in a printer. Our customer remarked, if they could only reload themselves! This sparked an idea, more labels on a roll, less load time, less down time.

...*"Our productivity increased and we didn't throw away as many labels"*



Part #Super 4X6-728

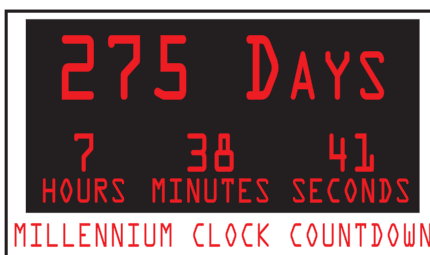
The idea went to design and is now a new and revolutionary product called **SupeRoll**. Our newest product to market offers our customers an innovative approach to label packaging. SupeRoll saves time loading and reloading thermal transfer printers, and virtually eliminates waste due to roll changes in production.

SupeRoll lets you load your printer once and run larger production jobs without the worry of running out of labels in the middle. Labels are in a self-contained carton, protected from damage. This new design eases the task of keeping count of smaller rolls in inventory. SupeRoll is manufactured at our facility and shipped directly to ensure fast delivery. SupeRoll has been through testing in various conditions and is guaranteed to withstand the demands of your production environment.

SupeRoll is only available through Winco. Call your Customer Service Representative today and try SupeRoll. Your satisfaction is guaranteed - you have nothing to lose, except the waste!

Are Your Thermal Bar Code Printers OK for Y2K?

Many Thermal Bar Code Printers use an internal clock to do their job. Firmware chips are programmed to read the last two digits of the calendar year to save processing time. This wasn't a problem until The Year 2000 approached. When the calendar flips over 1999, these internal clocks will try to read 00. The start up process will shut down and the user is left with a printer that will not work...whether or not you print the date in your application.



won't power up, let Winco come on-site* now and do a free Y2K compliance evaluation of your Thermal Bar Code Printer(s). If you're not Ok for Y2K, Winco's service team is trained and prepared to install the necessary firmware. You'll receive a certificate of compliance for your records and you never have to worry about it again. Either way, the evaluation is *free*.

In less than 275 days, your Thermal Bar Code Printers will be put to the Y2K test. That's right. The New Year, Year 2000, The Millennium is approaching fast. Rather than find that you're not Y2K Compliant when your machines

Our Y2K Compliance Upgrade Program starts at as little as \$99 per printer and includes:

- Evaluation of your printer's Y2K compliance status
- Lubrication of critical parts to optimize performance
- Installation of necessary firmware upgrade
- Free cleaning of all print areas
- Certificate of compliance

Don't wait!

Be OK for Y2K with Winco, the program is simple. Call Harry Meehan at (603) 598-1553 X247. Outside NH call (800) 325-5260.

Call Today!

*Within our service area.

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- > Innovation in Labeling
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- > How to get the maximum return for your Thermal Bar Code Printer
- > Service Tip for your Thermal Transfer Printers
- > Are your Thermal Printers ready for the Millennium?
- > New UL® Recognition
- > Print highly customized labels on demand
- > Free Bar Code Atlas Offer

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How do you know when your Thermal Transfer printer is old and tired?

Thermal Bar Code Printers were manufactured to perform job after job, and keep on going. Many years later, you may not even remember the name of your printer. It works...that's all you need to know and it's back to business.

Some signs of aging are evident as the quality of print deteriorates, and you find you have to adjust the media more often as jobs run. And there are things which are not as visible but can impact your printer's performance. As thermal printers get older, moving parts begin to wear down. Preventative Maintenance is your best assurance that your printer performs to its full potential. But no matter how well a printer is maintained, they do get old ... and tired.



Find out how you can get up to \$1,000 for your old and tired when applied to a new model. Programs for DataMax, Zebra and Sato.

Gears, belts, and the motor, move in the bearing busses and shift. Print quality fades and you lose registration. As the main shafts of ribbon supply and take up wear, clutches slip causing the ribbon to flow unevenly, and wrinkle causing poor registration and print poor quality bar codes. And operating circuits in the main board get older causing slower printing.

Winco can help determine just how old and tired your printer is. If your printer is beginning to wear, Winco has a program to maximize the return on your investment in your Thermal Printing Technology. Find out how you can get up to \$1,000 for your old and tired when applied to a new model. Programs for DataMax, Zebra, and Sato. Put the enhancements of a new machine to work for you. Call Vin White at X237 for a free quote and trade up today. This is a limited time offer.

Winco's Service Team Hits the Road

Winco's new fleet of service trucks will be pulling in to your area soon. Our new service vehicles are fully stocked with tools and the most common parts to be sure we are prepared to service your Thermal Printers during your scheduled visit. It's another way Winco says "Our Customers Count."



Not all Labels are Created Equal

The software engineers at a large manufacturer of high-quality professional electrical test and measurement instruments for the industrial, commercial and utility marketplace must continuously use innovative technology to deliver products that perform at the highest degree of precision and accuracy. Software upgrades and enhancements are part of the evolving development cycle and need to be carefully tracked to ensure the most current revision is delivered to the customer.

Making changes to print the new revision levels proved to be challenging in the production environment. Using a laser printer to print diskette labels on 9-up sheet fed paper labels allowed them to change the revision number but required the label set up to be reconfigured each time it changed, and this could halt production. Not only was this process time consuming, it created a lot of waste.

The Purchasing department was charged with finding a printer that could print labels on demand for production operation.

Winco took a look at the current process and tailored a solution based on their requirements. The first step was to determine if a preprint a custom stock and wind the labels. The new design process was polished, multi-colored labels which could be customized. The printed one at a time in batch mode. Using a DataMax thermal transfer printer with LabelPro Gold, a variable label design software, the manufacturer is designing durable labels - on demand - virtually eliminating the need to reconfigure the format each time. This resulted in an increased performance and production right at the bottom line is a cost savings for our customer and a shorter around time for the product delivery.

Radio Frequency Systems Gaining Popularity

Radio Frequency Data Collection Systems (RFDC) are found in more and more manufacturing environments. This trend to move beyond the limitations of cables used to connect most computer networks for automated data collections allows mobile users to be on-line with the host computer to transfer or receive information for product tracking and inventory updates.

By eliminating the cables and communicating via the airwaves, transactions are transferred to the host computer and perform real time updates. Users can also query the database without sacrificing mobility. Up to the minute data is available for real time tracking product movement and inventory, while users stay mobile and get their jobs done. Printers, data collection terminals, and personal computers can all be part of a wireless data collection network. Let Winco show you the benefits of using RFDC at your company.

In our next issue: How To Get Started in RFDC and be Successful.

Winco offers on-site service to most corners of the New England States. Call Harry Meehan 800-325-5260 X247 for more information.*

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PROBLEM STATEMENT

Labeling diskettes with current revision levels during software development produced a cumbersome, time-consuming and inefficient production process.

SOLUTION

Winco provided a way to print highly customized labels on demand using label design software that eliminated the need to reconfigure the set up with each new job, saving both time and money.

◆
Winco specializes in tough to solve applications. To find out more information, visit our web site at www.barcode-winco.com. Call for more information about the work we do in your industry.

☺

Labels Meet UL Approval

Nashua, NH: (Winco's TT777 Thermal Transfer White Polyester Film has received recognition by Underwriters Laboratories, Inc.



The performance of pressure sensitive labeling systems and suitable print quality using different combinations of thermal transfer printers and ribbons measured up to test standards. Tests were performed with temperature ranging from extreme heat to below freezing using various types of surfaces. Print quality had to reach an acceptable level of opaqueness, and durability in order to pass the test. The UL recognition is additional assurance that your labeling solution will stand up to the harsh environments and print demands of your application.

PM Tips... ..for the Life of your Thermal Transfer Printer

How do you set up a maintenance routine for your Thermal Transfer Printers? Perhaps you don't think much about it. Then perhaps you never had a printer failure during a critical print run that shut down your production until it is fixed. Or, you have a great service plan in place and someone else takes care of it for you. In either case, there are things you can do that require very little effort to ensure you are getting optimal performance from your printer.

Taking care of the print heads on your printer is one of the most important steps in good printer maintenance. It takes most of the wear and tear as you use your machine. Print heads are one of the most frequently replaced components of your machine and the most common reason for print quality or machine failure.

Our service technician team recommends you clean the print head each time you change the ribbon. This is not a job for a novice user. The first step is to power down the machine to avoid damage to your printer and to ensure your safety. Use a Q-Tip soaked in Isopropyl alcohol to clean the point of contact of your printer's print head. Refer to the manufacturer's manual for details specific to your model. Remove any visible label gum or build up. Never use a metal, glass or sharp instrument. Regular cleaning will greatly reduce the wear of your thermal printer's print head. If you have questions, call Winco, X246 for technical support.

If you take care of the print heads, why schedule a PM visit?

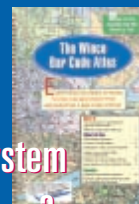
Taking care of the print head on an on-going basis will help increase the life of your Thermal Transfer printer. But there is more. Our service reps are factory trained and experienced in the field to make sure the underpinnings of your machine remain operating. During a PM (or preventive maintenance) visit, our technicians perform the following tests, cleanings and adjustments to keep your printer operating efficiently:

- Check the tension of belts
- Check for worn gears which can stop a production run if not caught in time
- Lubricate all critical parts
- Clear the media path
- Clean dust and debris
- Check/replace the print head

Service Plans are available in many easy, cost effective options... For more information about the one that is right for you, call Harry Meehan at (603) 598-1883 X247.

In our next issue:
How to test the print quality of your Thermal Bar Code Printer.

Thinking of Implementing a Bar Code System at your Company?



Send for your free Bar Code Atlas. Getting started in bar coding is easy to understand terms. The single biggest reason bar code applications fail is poor implementation. Let Winco be your partner for success. For your free copy, call a Winco Customer Service Representative at **1-800-325-5260** or send e-mail at info@barcode-winco.com.

How would you like to receive our Newsletter

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Compliance Alert

Vendors to the Healthcare Industry Action Required by July 1999

The Healthcare industry is a fast paced business in a global market. In order to increase efficiency, ensure accuracy and keep information up to date, a bar coded Universal Product Numbering system or UPN was developed. This bar coding system is under new compliance regulations set by the leading healthcare Group Purchasing Organizations.

Standardization of product bar coding allows for timely and accurate collection of data which speeds up the business process and ultimately impacts the quality of care available to the patient.

Let the bar coding and labeling experts at Winco make it easier for you to stay ahead and be compliant. Call your Winco Customer Service Representative today.

In our next issue:

- *Electronics and 2-D Symbologies*
- *Part 2: How To Get Started in RFDC and be Successful.*
- *PM Tips: Maintain the Highest Quality Bar Code Print Output*
- *New Product Spotlight*
- *Labeling News for Contract Manufacturers*

Visit our web site at
www.barcode-winco.com

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**Premier
Issue!**

In this Issue:

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- *New Product Announcement*
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- *Innovations in Labeling*
- *Free Bar Code Atlas offer*

**Established
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