

+++ NEWSLETTER 01/2001 +++

S + P



Industrial labeling and
Identification systems

DIN EN ISO 9001 certified

We are now writing the second year of our **S + P NEWSLETTER**. We were delighted by the positive resonance following the last edition. For all parties involved in producing this Newsletter this is a confirmation that the mixture of information is tuned to your requirements.

The subject matter of this edition is Synergy Effects.

Synergy helps us to save resources, and you as a customer will benefit from our activities in the diverse industrial sectors. For many years Seidl + Partner have been operating as a specialist for special solutions in the steel industry. Thanks to our know-how developed in handling high temperatures, chemicals and special applications, we have also established a reputation as a partner of the automobile industry. The majority of innovations are not developed by chance. They are the consequence of creativity embedded in a functioning organisation with qualified staff. Synergies help to combine innovation with high reaction speed, cost savings and reliability. **On page 3 you will find a presentation** of S + P as partner of the automobile industry featuring examples for synergies by activities in various industrial branches.

+++ Contents +++

Materials

- + Exactness is a key issue.
- + Partial bonding made simple and functional.
- + The all-rounder **GRAPHIPLAST** 7147/100.

Applications

- + Synergy effects among automobile subcontractors.
- + Reliably labelling shipping containers also in open air.
- + Reliably marking sheet metal coils irrespective of the surface.

Service Center Hardware

- + The advantages of Lexmark now also available for Kyocera users.
- + Printing costs compared Thermo transfer against laser.

S + P News

- + Product management, linking know-how and the market.
- + S + P in a new environment - **We are moving!**

Puchheim, June 2001

NEWSLETTER 01/2001



+++ S + P Materials +++

+ **Exactness is a key issue!**

The permanent expansion of our product range invariably leads to the introduction of new material designations, as recently with the new definition of S + P bonding agents. The further development of S + P materials improves characteristics, for example:

- **Improved absorption of ink ribbons for better resistance against chemicals (7287)**
- **Improved embodiment of toner by reducing the static electricity (7257)**

Each individual modification has to be marked clearly as such. The 3rd material number now has a new significance in some versions, e.g. 7267. Some of you will surely have noticed these differences in your quotes and order confirmations. If you have any questions, do not hesitate to ask **Udo Kahlenberg, Product Manager, or your consultant.** They will be pleased to assist you.

+ **Partial bonding made easy and functional.**

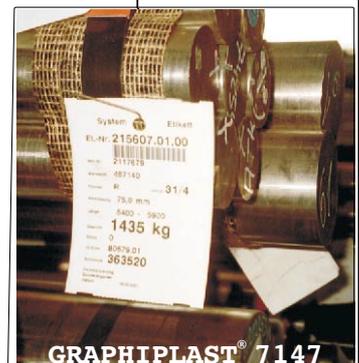
In view of partial bonding the label manufacturers often face contrary tasks. Bonding agents with special properties are to be partially applied to the label materials in small quantities. Adhesive tapes that are applied during the label manufacturing process are a simple alternative. The benefit a large selection of adhesive tapes with special features can be processed at a low price.

The bonding agent PA-75-202 for labelling crates and other metal containers with its ability to stick to humid underground surfaces is now available as an adhesive tape. Your benefit: simple handling, as the carrier material can also be removed with gloves, high bonding capacity and functionality at a reasonable price.

+ **The all-rounder GRAPHIPLAST® 7147/100µ with PK-40-301.**

The requirements of a combined label are a nothing new as far as Seidl + Partner are concerned. Thanks to a modern material such as **GRAPHIPLAST® 7147** it has been possible to decisively improve the properties. The foil is smooth despite its 100 thickness and 180 Newton tear resistance strength, and in combination with the proven bonding agent PK-40-301 a tag/adhesive label par excellence has been developed. The solution for the steel trade, but also for labelling containers, e.g. in the chemical industry has now become even more reliable.

Are you interested in samples? Contact Udo Kahlenberg, Product Management ++49 (0)89 890 150 25.



+++ NEWSLETTER 01/2001 +++

+++ Applications +++

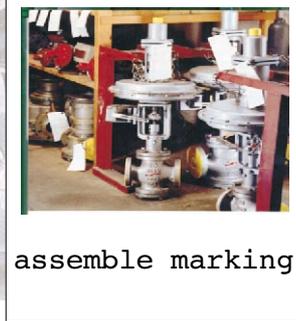
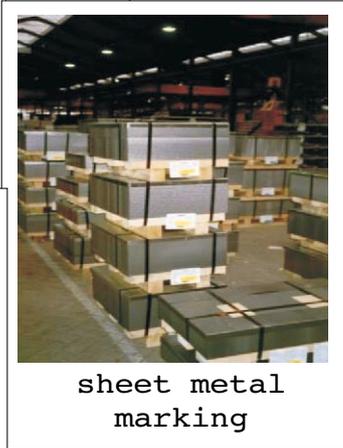
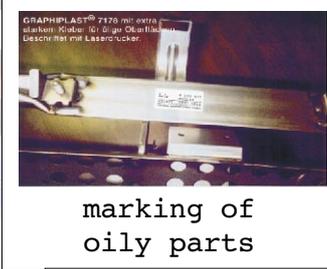
+ Synergy effects among automobile subcontractors.

S + P



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+ Reliably labelling also in open air!

Internal labelling for material tracking ends in the shipping division. In particular in the case of metal containers for transporting wheels for the automobile industry, the shipping manager faces the problem of having to fasten labels with customer-related data to the metal parts of the container in cold and damp weather conditions. Today an expensive matter, as to a certain extent tags and special bonding tapes have to be attached manually. **For these applications Seidl + Partner have developed a multi-function tag.**

GRAPHIPLAST®7257, partially coated with the bonding agent PA-30-202, which not only functions under the most critical weather conditions, but is very easy to handle wearing gloves. For container management you have the additional advantage that the tear-proof labels can be removed in one piece without leaving any residue. Please let us know if you are interested in samples. It will be a pleasure to send you some!

+ Sheet metal coils reliably marked, irrespective of the surface.

It is easy to label sheet metal coils. If, however, the surfaces are galvanised, coated with plastic, varnished or dusty and greasy, then a special solution is required. In the past the solution was to use plastic bags or metal carriers threaded onto a barrel hoop. **With a bonding solution of GRAPHIPLAST 7277, with bonding agent PA-25-304 S + P have developed a label which not only features excellent bonding characteristics, but can also be removed without leaving any bonding residue.** Additional costs can be saved thanks to the ability to print data on these labels with the laser printer. It will be a pleasure to send you samples!





+++ Service Center Hardware +++

+ **The advantages of Lexmark now also for Kyocera users.** Kyocera laser printers are frequently used as office printers. In printing labels users often have difficulties when using label materials exceeding 150 gr/m² in label feed from the cassette.

For the T Series S + P now offer an option for the emulation of Kyocera printers already installed at the host. In the case of problematic applications it is thus possible to use Lexmark printers as an alternative without having to make any changes to the program.

Seidl + Partner recommend Lexmark laser printers for barcode printing at the highest level.

If you require any additional information, do not hesitate to contact **Claus Schlang** at **S + P Service Center Hardware** under ++49 (0)89 890 150 47

in all issues concerning connecting printing systems.

+ **Printing costs at one glance thermo transfer versus laser.**

The application of the right printing system for labelling is influenced by various parameters, such as label material, application, EDP environment and last but not least, by the costs. Not every printer is suitable for every application. **If several systems come into consideration, such as in Odette applications, the costs will play a key role.** About 1,500.00 - 3,500.00 EUR, depending on the performance of the device, have to be invested for printing in standard applications. **Laser devices rank at the bottom of this scale and thermo transfer equipment depend decisively on the printing width.** Drastic differences are also calculated in terms of the consumption costs.

In the case of laser printers the costs per A4 sheet total approx. 0.01 EUR, and in the case of thermo transfer also in the case of A4 with mixed ribbons 0.024 EUR and resin ribbons 0.03 EUR.

As the product range of labels is continuously rising, it will be a pleasure for us to advise you whether a laser printer solution is available for your application.

Questions regarding printing systems If you require additional information, contact **Claus Schlang** under ++49 (0)89 890 150 47.





+++ S + P News +++

+ **Product Management, the link between know-how and the market.**

Research and development are a key discipline in a world based on progress. It is, however, only possible to bundle forces by a combination with the market requirements. Focus is on the customer's benefit. It is my concern to develop products and solutions that represent a true advantage for you. **No matter whether the issue in concern is a transponder for identifying radio frequencies, or the further development of tags with a temperature resistance of up to 400°C it is my job to function as the link between the technical institutions at S + P and you as a user.** In this function I have already had the opportunity of experiencing some interesting problematic issues. If you therefore feel the labelling shoe pinch, do not hesitate to contact me.

We can also discuss your specific issue in English or Spanish.

Udo Kahlenberg: ++49 (0)89 890 150 25.

+ **Seidl + Partner in a new environment We are moving!** For 20 years Seidl + Partner have been based in Puchheim, near Munich. Most of our business partners did not even notice that we were continuously expanding in terms of staff and floor space. But many years ago we reached our absolute limits. We have been searching for the appropriate environment with more space to ensure that we will be able to keep up with your growth. And at long last we have found the right location.

**As from October 1, 2001 our new address will be:
Industriestrasse 32 in 86438 Kissing near Augsburg.**

Of course, we will provide you with further Details in due time, e.g. as to how you can reach us in future.

We would also like to express one request regarding our change in address: **As our complete machines and systems will be dismantled and reinstalled in August, bottlenecks in production will surely arise. Please plan your label requirements in due time.**

Your consultant will contact you soon in this respect.

Yours Sincerely

Karl Tochtermann
Marketing- and Sales Manager

