



Dear Reader,

Our 2nd edition of the S + P Newsletter in 2002 focuses on the issue of savings potential. In the past the focus was on cost leadership relating mainly to purchasing (Lopez effect). Streamlining procedures dropped into the background. **Material flow organisation and identification** are issues which are gaining more and more significance in discussions these days. In trade and in the distribution sector there are sufficient examples reflecting how efficiently technology can be applied to optimise the material flow and to create transparency. Low margins, heavy competition and the increasing significance of service in the manufacturing industry, in particular in heavy industry, require a lean organisation in order to face these requirements. **The application of barcode technology, or in the future radio frequency technology, helps to reduce stocks, to minimise access times and to avoid errors, these all being factors which save time and money.** The following contributions reflect how diverse the solution options are. Why not take advantage of this potential?

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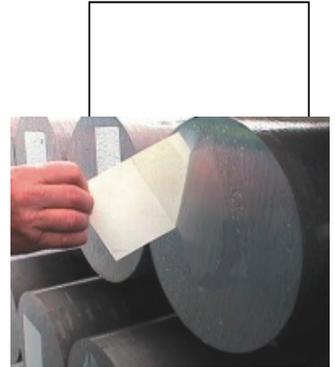
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• **+++ S + P Materials +++**

+ Residue-free removal of adhesive labels

As in all technical applications there are also limits in adhesive technology. Strong adhesion under extreme weather conditions (e.g. in Scandinavia) requires high initial adhesion and fluidity of the bonding agent. That contradicts the necessity of not leaving any residue on the surface to which the label is attached. **In applications in which conventional adhesive technology fails to function, adhesive strips are an alternative.** The selection of an appropriate tag thickness guarantees durability and combined with a strong adhesive strip offers optimum characteristics: firm attachment and easy removal without residue. For sawn aluminium billets or sheet metal it is an ideal solution to satisfy your customers and facilitate internal stock organisation. Do you have any questions?



Dial your service number:

++49(0)-8233-846-125, Udo Kahlenberg.

+ Diversity at its BEST

In German there is an expression, the "egg-laying wool milk sow". It is the perfect solution always aimed at, but sometimes difficult to attain; a collection of characteristics and everything should function 100%. In some applications only a stapler can be used to fasten labels. Stiff plastics break as soon as the staples are fastened and soft plastics are often unable to meet the standards required, such as UV light resistance and durability in rough environments. **GRAPHIPLAST®7177** in 150 micron thickness fulfills all requirements **for using staplers to fasten labels to pallets or other surfaces, e.g. aerated concrete.** It can be easily printed using a thermal transfer printer, is robust, abrasion-proof and has particularly high **tearing resistance.** That leads to a low-price and functional solution, which guarantees reliable labelling. Would you like further information?



Dial your service number:

++49(0)-8233-846-12, Udo Kahlenberg



+ Automatic attachment of tags saves costs

GRAPHIPLAST®7078 is a product you are familiar with from the Seidl + Partner product family. The diversity of fields of application in which the tag can be used is reflected in the numerous material thickness options. 150, 200, 250 and 300 micron are available. For coils and bundles **the labels can be attached automatically.** In the last few years packaging machines, such as those manufactured by Titan and Signode, were put into operation or retrofitted to include attachment of the labels. It is a solution that saves money and simultaneously enhances operational safety. Do you have any questions about the technology and the possibilities?



Contact Karl Tochtermann: ++49(0)-8233-846-111.



• **+++ Hardware Service Center +++**

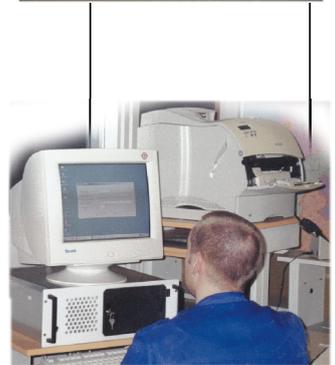
+ Colour print as practicable alternative

Colour printers have experienced the greatest developments in the last few years. Colour labelling offers diverse advantages in warehouse labelling to determine qualities and other assignment criteria. In the past the high costs for colour print prevented the printers from being applied in the industrial environment. The printing speed and data processing were often hopelessly inferior to conventional black printers. **A new principle revolutionises this sector: solid ink, a procedure similar to the ink jet printing method with the combination of low costs, excellent printout quality and industrial suitability.** Contact our specialist if you would like additional information:
Florian Beckenbauer: ++49(0)-8233-846-151.



+ Database solutions for reassembling machines

An unconventional application for the Hardware Service Center Team at Seidl + Partner - computerised organisation of dismantling a large plaster board manufacturing plant in Denmark and reconstruction of the plant in Russia. This requires logistical skills and perfect tracking of processes. The individual tasks were making a record of the parts, labelling elements, management in a database, assignment in loading, creating a cargo list and assignment in assembly. **All of these tasks are based on identification by barcode and data transfer by radio transmission.** With a low-price complete solution by Seidl + Partner, ranging from the database to mobile data acquisition by radio transmission the forwarding agency succeeded in fulfilling the customer requirements 100%. For all information on software and radio transmission solutions **offered by S + P dial ++49(0)-8233-846-147, Claus Schlang.**



+ Data sharing and label print with Unix without programming

Controlling printers from a Unix or AS 400 operating system requires programming efforts. The switch from one printer type to another can require high manpower investments. Seidl + Partner have developed a low-price alternative. **S + P Labelserve is a Windows-based application which is programmed according to customer requirements.** Even data sharing from existing weighing systems or user input can be realised and will guarantee any printer control without internal programming efforts. After installing the program on a Windows 98/2000 or NT Server it is possible to use printers, such as laser printers, thermal transfer or dot-matrix printers without additional efforts. **It is a reliable and low-price alternative.** It will be a pleasure for us to support you on the issue of data sharing and operating printers.
Dial ++49(0)-8233-846-147, Claus Schlang.





• **+++ S + P News +++**

+ **The S + P website becoming a means of communication**

Interactively designed websites help to select information and to guide the user to his goal. It is our aim to meet these requirements. The appropriate structure has already been realised on the new website to a certain extent. Under the address www.Seidl-Partner.com you can obtain information on "The Company" and "Products" featuring our range of services and on topical "News". For the first half of 2002 we have planned to launch an opinion poll among our customers to determine which customer-specific **information requirements** you have which we can satisfy via the internet. We hope you will cooperate in developing a new online communications platform from which you will all benefit.

Contact **Udo Kahlenberg**: ++49(0)-8233-846-125.

+ **S + P in a new environment: before - after**

We are finally finished. We have moved our premises and are now pleased to have far more space and modern production halls with unlimited opportunities. Some things in connection with organisation have changed, but nothing customers notice anything of that, apart from the fact that we are endeavouring to reach our former lead time standard and to additionally improve our service. Unfortunately we still have to cope with lacking capacities as a result of moving our premises, but these will be compensated for the end of the year. **For the new year we have planned to organise a large-scale "house-warming party" and hope that we will be able to welcome many of you as our guests.** Details will follow.

+ **Invitation to fairs and exhibitions in 2002**

⇒ **WIRE 2002** The world's largest fair for wire production and further processing. 8-12 April 2002 in Düsseldorf, Germany

⇒ **Cemat 2002** Logistics and material flow 15-20 April 2002 in Hannover, Germany

⇒ **Aluminium 2002** The world fair for aluminium production and processing. 18-20 September 2002 in Essen, Germany (near Düsseldorf)

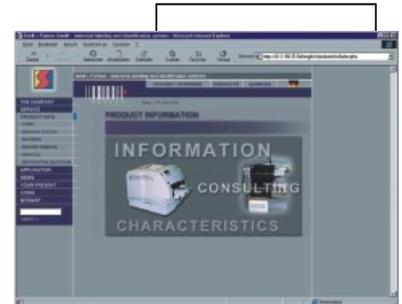
Invitations to the respective fairs will follow with information about the stand numbers and program. We look forward to seeing you.

Yours sincerely

Seidl + Partner GmbH

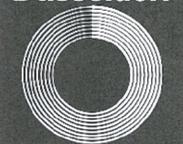
Karl Tochtermann

Marketing- and sales manager



wire

Düsseldorf



8-12 April 2002



HANNOVER
MESSE