

MOBO Druck GmbH: Rapid, reliable labeling of variable data

Market: Label print shops, retail, industry, deposit system

Applications: Reliable labels with variable data for use in label print shops, retail, industry and bottle return deposit systems.



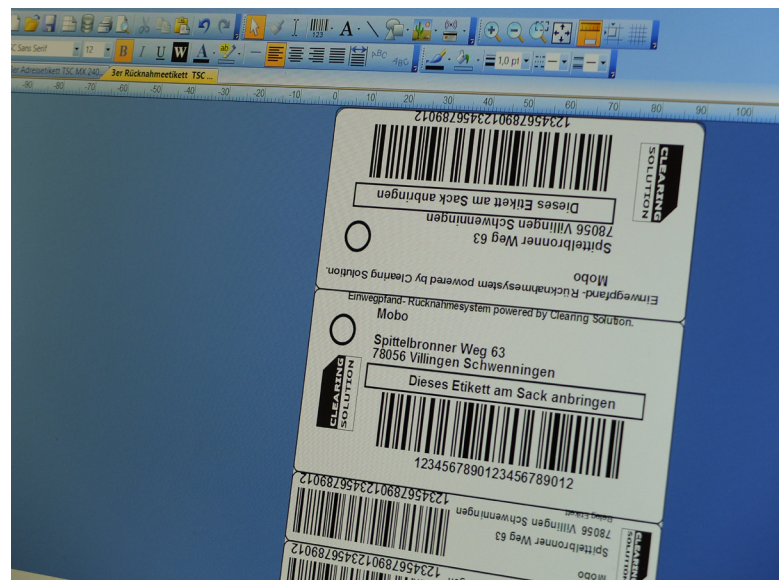
Background

Every day, MOBO Druck, a packaging and printing company based in Germany, receives label print orders in the form of variable data records from Germany's DPG beverage bottle deposit system. The DPG labeling requires enormous amounts of information to be captured rapidly and meticulously — is critical to accurately record exactly where a bottle deposit was collected and where it was paid.

When used deposit bottles have been returned, they are then packaged in large plastic bags which are labeled for transport, and then sent to the certified counting centers that inventory the returns and prepare electronic data sets from the bottle deposit invoices. To ensure clear identification throughout the whole supply chain, the transport labels must be highly adhesive and durable, able to withstand extreme conditions of moisture, variations in temperature and rough handling throughout the supply chain.

Solution

MOBO has developed a highly resistant and self-adhesive label which is divided in three segments of varying sizes. The main label that will be attached to the plastic bag can be read and scanned from both sides. The two smaller segments are used as logistic and control labels and ensure data availability to all participants in the supply chain.



All information is printed with the TSC industrial thermal transfer printer MX240. The printer features a large amount of memory, including 256 MB SDRAM and 128 MB FLASH, to successfully manage the huge amounts of variable data DPG labeling requires. The printers' thermal transfer technology provides the durability to stand up to extreme conditions. Sven Herzog, Sales Manager at MOBO, is pleased about the fast printing speed of up to 14 ips and its ease of use. "Compared with the previous printer we used, the printing process now is two hours faster by using the MX240."

The process uses BarTender® labeling software, to easily create and print the labels.

Benefits

- Durable and resistant labels
- Faster and secure label printing
- Acceleration of workflow
- Transparency throughout the supply chain



TSC MX240 Printer Features

The TSC MX240 Series Industrial Printer is ruggedly built for high volume, mission critical label printing, and from the ground up to deliver 24x7 mission critical performance. Featuring TSCs fastest processor ever, the MX240 Series boosts productivity with faster communications and printing speeds. The printer is loaded with standard features including a color touch display with six menu buttons, support for 600 meter ribbons, 8" OD media rolls, built-in Ethernet, two USB hosts for keyboard and scanner connections, and USB 2.0, parallel and serial interfaces. It offers plenty of memory, including 256 MB SDRAM and 128 MB FLASH, which provides easy storage of fonts, international character sets and graphics. The TSPL-EZ™ firmware supports three different printer languages and features internal scalable TrueType fonts.

About MOBO Druck GmbH

The owner-managed company, situated in Villingen-Schwenningen, Germany, has focused on production and marketing for self-adhesive labels and developed into a specialized system provider that offers the entire range of services and complete solutions concerning self-adhesive labels, flexible packagings and small boxboards. Using state-of-the-art-technology MOBO's top-quality products, from unprinted shipping labels to high-tech labels with multiple sheets, are "made in Germany." As a certified DPG company MOBO is a reliable partner of beverage industry and an expert with profound knowledge of the market requirements.

About TSC

Since 1991 TSC has been a leader in the design, development and manufacturing of Barcode Printers. The product range includes the well established thermal direct and thermal transfer label printers as well as suitable accessories like keyboards, label rewinders, ribbons and wristbands. Following a consistent technical development, in connection with various emulations, the TSC label printers have a basic and firm place in transport and logistics, trade and industry as well as public healthcare. Simple handling, robust method of building and a product guarantee of 24 months underline the high quality standard of the TSC label printers.

About BarTender

With hundreds of thousands of users in more than 150 countries, BarTender® barcode software is the world's leading design and print software for labels, barcodes, cards and RFID tags. Running stand-alone or integrated with just about any other program, BarTender is the perfect solution for almost any on-demand printing or marking application, including: label printing, print and apply, direct marking on parts and packaging, encoding smart cards, sign production, and much more. Powerful companion applications even manage system security, network print functions, document publishing, print job logging, and more. With four editions delivering a remarkable range of features, there's a BarTender to satisfy every need and budget.

Americas:

Sales@SeagullScientific.com
+1 425 641 1408

EMEA:

EMEA.Sales@SeagullScientific.com
+34 91 198 4600

APAC:

AsiaSales@SeagullScientific.com
+886 70 1018 4700

Japan:

JapanSales@SeagullScientific.com
+81 3 4589 5400

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