

## **The Seafood Industry Benefits From A New Maine Technology**

**South Portland, ME — December 2012**— Labeling Solutions—provider of label printers, labels, and more—has spent the last five years working closely with label manufacturers to develop new, durable Direct Thermal Synthetic labels and tags. A few critical requirements had to be met in order to ensure the highest quality [DT Poly labels](#) and tags for Labeling Solutions' customers:

- Text print and 2d bar codes must be clear and durable
- Label and tag material must perform equally well in both sunny and shady conditions.
- Performance in ultra wet conditions and flash freeze environments is paramount
- Price for DT label or tag must not exceed thermal transfer label and ribbon price

The result was an enormous success. Labeling Solutions' [Direct Thermal label](#) and tag materials are not only of superior quality but the unit price is less than other thermal transfer solutions (label and wax resin ribbon cost combined) to ensure clearer text printing and increased resolution of 2d bar codes. The DT Poly label has also completely eliminated the cost of changing out ribbons, which means a more efficient method to print the highest quality labels.

Businesses are already seeing the benefits of the Labeling Solutions DT Poly labels and tags. One of Maine's largest seafood processors, AC Inc. based in Beals, ME, has already converted all the labels and tags that they use (including blank and flood coated materials) to direct thermal labels and tags. According to Patrick Robinson, General Manager of AC Inc, "direct thermal labels and tags offer superior performance at a lower price, truly the best of both worlds since the labels use the same printers that we previously used to print thermal transfer labels and tags. Plus we eliminated the hassle of ribbon changes".

Another business that has benefited from the new DT Poly labels is New Limeco, a grower, packer, and shipper of tropical fruits located in South Florida. New Limeco tested materials in the Florida sun and after four weeks the label could still be scanned. Don Edgar, Operations Manager at New Limeco stated "the DT Poly labels were tested in the South Florida Sun, withstood hurricane force winds and torrential rains yet proved to be resilient and superior to standard thermal transfer labels. We look forward to converting all our outdoor labels to direct thermal poly labels."

Donald Tomkinson of Labeling Solutions notes, "This [DT Poly] is a huge advantage for our customers including lower unit cost and elimination of cost to change ribbons."

Labeling Solutions (<http://www.labelingsolutions.com>) is a full service provider of labeling, tagging, and bar coding solutions. Thermal label printers, tags, labels, ribbons, and accessories are just the beginning: Labeling Solutions also offers asset and inventory management software, hardware, and more. For thousands of customers in the United States and Canada, Labeling Solutions is a one stop source for all of their labeling requirements.

