

CASE STUDY : WISCONSIN FOLIO SHEETING

Lowry brings Wisconsin paper mill 'up to speed' with automated labeling solution.

At a large Wisconsin paper mill, a Superintendent responsible for the mill's carton sheeting operations was asked to bring his area of the plant 'up to speed.' This paper mill produces premium two-sided post-publication grade paper used for advertisements and reports.

A slowdown in production and market pressure in the paper industry forced the mill to consider changes in its operations. "They were hand labeling carton lids before the cartons were filled with paper," reported Chuck Siftar, a Sales Representative for Lowry Computer Products, Inc. "Labels were imprinted by a stand alone printer, then positioned on the carton lids through a manual operation."

Lowry presented a solution that entailed the installation of high-speed production and packaging equipment, and an automated labeling system to match. "We now use Paragon Labeling Systems, and we've installed two new folio carton packaging lines," said the Superintendent. "There are fewer moving parts, and the lines are low maintenance."

The two new Paragon labelers with roll-on applicators apply two labels to each case. Paragon's hinged plate roll-on applicator imprints and dispenses a label to a hinged vacuum grid. When the product is detected, the air cylinder causes the hinge point to move the carton forward, where the application roller presses the leading edge of the label against the carton surface. As the product continues past the applicator, the rest of the label is rolled onto the surface. According to Siftar, "This particular applicator is uniquely suitable for the mill's long, narrow folio carton labels."

The Paragon system is engineered for durable, extended operation in a manufacturing environment. Only premium-quality materials are specified and the workmanship is precise. Each system is built to exacting standards and subjected to Lowry's tough quality and performance standards to ensure exceptional long-term reliability.

The Paragon labelers use Zebra's PAX 173 print engines to imprint the labels with quality bar codes and text. The PAX 173 is the most advanced OEM print engine available for fully automated print and apply systems. It features the fastest print speed for an OEM print engine, and has the option of a 300 dpi resolution print head.

The Superintendent is pleased with the new system because of the ease of application. "The labeler is computerized, so it's just a matter of choosing your label off the file menu." He added, "The mill is saving a considerable amount in labor costs due to the added computerization within the plant."

Another benefit is Lowry's qualified service technicians who fully installed the Paragon systems, followed by a two-day in-plant training session and a follow-up visit. The technicians are also available on a contract or time and materials basis for routine equipment maintenance.



Client:

**Wisconsin Folio
Sheeting**

Application:

Automated Labeling

Industry:

Pulp & Paper