

Datamax Linear Scanner Resolves Compliance Issues



As a large worldwide plastics manufacturer, Starplast uses bar code labels to identify all of their products. With new items being added to their product range every week, Starplast prints an average of 80,000 labels per day.

Starplast's previous labeling system was causing them several problems. Their thermal label printers were unreliable and were breaking down frequently. The wear on the printheads was also unacceptable, with replacement occurring every two to three months. Due to labeling compliance standards, every bar code had to be readable before leaving the facility. This system, however, only allowed for checking one label per batch. As a result of several unreadable bar codes, Starplast had received many rejected shipments from their customers. In one instance, a shipment of 300,000 parts was returned to the factory.

For assistance with this labeling problem, Starplast contacted Dangot Computers Ltd., an authorized Datamax partner located in Tel-Aviv, Israel.



Dangot recommended the Datamax I-4208 thermal transfer printer with the linear scanner option.

Starplast has quickly realized the benefits of this new system. The readability of every bar code is now checked as it is printed. If a bar code is

unreadable, the label will be voided and reprinted. The scanner is very user-friendly, with the operator being able to customize the fault-handling options through the printer's menu. Bar codes are scanned at a rapid rate of up to 700 times per second.

A savings of both time and money has resulted from the use of the Datamax I-4208 printers with the integrated linear scanner.



Starplast's reputation with their customer base has also improved, with compliance problems no longer an issue. The I-Class printers have once again lived up to their "industrial" image, as they have proven to be more rugged and reliable than the printers used in Starplast's previous system.

Roni Bruanstien, Factory Manager at Starplast, has been very pleased with the new system. "We immediately saw the reliability of the Datamax printers," states Bruanstien. "The linear scanner adds quality control and saves costs."

