

G.S.D. ASSOCIATES, INC.



Labeling Supplies from G.S.D. Associates

It all starts with the label. Your Auto ID system requires consistent scannability for efficient operation. Printed bar codes must deliver accuracy and reliability. Labels must adhere to the surfaces used in your environment and have a life span appropriate for your application. To make sure your whole project runs smoothly over the long haul, count on us for your supplies.

Labels - Tags - Ribbons - Preprints

Broad Selection of Materials

We represent several proven, high quality ribbon manufacturers and label converters. Our labels are used in Wood Products, Electronics, Health Care, Manufacturing, Warehouse, and more.

- ✓ *Removable, permanent, or high tack adhesive.*
- ✓ *Repositionable labels.*
- ✓ *Tamper evident fixed asset labels.*
- ✓ *RFID tags and labels.*
- ✓ *Clean room labels and ribbons.*
- ✓ *Tough outdoor tags, UV resistant.*

Graphics

Services handled in-house for efficiency. We can:

- ✓ *Assist with designing your label.*
- ✓ *Print initial mockup labels for management review.*
- ✓ *Capture your company logo from a printed source.*
- ✓ *Provide a graphics file for you to use, or for us to preprint in-house.*

Ongoing Support

For your labeling supplies and related printers, software, and maintenance, we can assist with adapting to changes in your operation. We offer support for Seagull Scientific's BarTender software, and assistance with other labeling software.



Production Options

- ✓ *Custom die sizes.*
- ✓ *Slits and perforations.*
- ✓ *Color floodcoating and preprinting in color.*
- ✓ *Short custom runs of preprinted labels with sequentially numbered bar codes.*
- ✓ *Quick and economical UPC labels.*
- ✓ *Split shipments to extra locations.*
- ✓ *You may place a simple standalone order, or lock in pricing with a blanket order.*

Professional Office with Real Service

Our staff is experienced and reliable. We answer your call live, to save you phone tag and voice mails. You may place your order via phone, fax, or email. We're flexible and easy to communicate with.



Professional Approach to Labeling

The Challenge:

Carpet roll inventory tags; must hang from roll ends without tearing through when punctured by a nylon thread.

Electronics parts require a synthetic label, but self strip operation is required for efficiency; normal labels can't lift off the liner.

Multiple bar codes must be removed from a carton during handling, but the body of the label must stay on carton.

Color coding required for fork lift drivers to see the type of material on a pallet from a distance.

Bar code tags on plants in the field; color coded tags must resist sunlight and water during the growing season.

The Solution:

- ⇒ *Recommend 10 Mil Valeron synthetic: holds up and resists tearing, even after it is shot through with a nylon ring.*
- ⇒ *Provide 4 Mil Polyester face stock: the extra thickness allows each label to lift off the liner and allow self strip.*
- ⇒ *Design a trailer label with five stubs: avoids errors by allowing all of the stubs to be printed at the same time as the body, on the same label.*
- ⇒ *Select floodcoated colors that are pre-tested for bar code scannability.*
- ⇒ *Recommend nursery tags to wrap around the stalk and lock together; use fade resistant ink on the floodcoated colors.*



Step by step, G.S.D. provides your labeling solution:

- We review your requirements, advise, and list your options.
- Check product data sheets of potential materials.
- Pre-test in house, then provide sample materials for on-site testing.
- Offer stock items where feasible to reduce your cost and lead time.
- Research existing die sizes to save you one-time tooling costs.
- Avoid pitfalls by checking against your printer's specifications; gap, sensor mark, length, material thickness, etc.
- Make sure that the labels or tags feed smoothly through your printer to extend the life of your printhead.
- Coordinate and provide support for supplies, software, printers, scanners, maintenance, etc.
- We follow up with reliable service as your project progresses.**

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