



OEM Global Leader Employs AWT's R&D Team to Qualify Materials for Tough Outdoor Applications

THE SITUATION: A world-wide manufacturer specializing in outdoor power equipment was using a thermal transfer polyester film for their emission decals on their hand held products. In order to protect the print from harsh outdoor conditions, the manufacturer used sub surface printing in a die cut window area on the back of the polyester film. The manufacturer began experiencing quality issues with their label when gas and other liquids penetrated the window area causing the printed area to become both contaminated and difficult to read.

THE SOLUTION: Through AWT's technical expertise and raw materials knowledge, they were able to recommend a material that would pass all of the stringent UL standards and the customers outdoor test requirements. In addition to solving the material issue, AWT was also able to qualify a thermal resin ribbon for their customer to use in their onsite printers that would meet all of the print quality requirements.

THE RESULT: As a result of AWT's determination to provide a solution that worked, the problem was solved. Through rigorous research, testing, and communications with the customer and suppliers, they were able to provide the proper application solution for their customer's challenge.

THE BOTTOM LINE:

- The customer has seen a cost savings of approximately \$30,000 annually.
- The number of label rejections has been reduced by 15% or more.
- AWT has been able to provide emissions labels that are currently being used in North America and Asia.