

DuraTrack Case Study

MARKET: Electronics

Innovative Problem Solving

Just because it's always been an issue, doesn't mean it has to continue to be

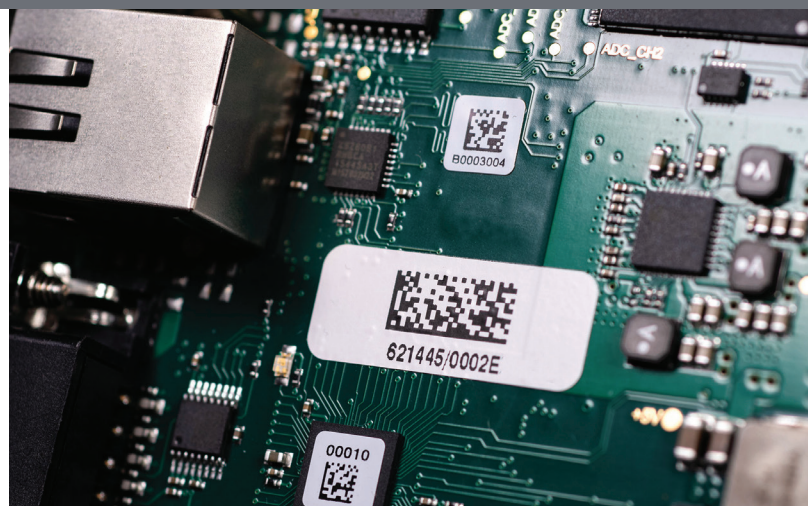
OUR CHALLENGE

Electronics component assembly is a delicate process that involves some not-so-delicate steps along the way. Harsh chemical washes and exposure to intense heat can render labels crucial to tracing products throughout their lifespans unreadable. One electronics manufacturer was having so many issues with the print rubbing off of their tracking labels after exposure to chemical wash solutions that they contacted the chemical supplier for help.

OUR SOLUTION

Over three decades of focusing exclusively on industrial labels, IDENTCO® has become well known for finding solutions where others have failed, which is why the cleaning chemical supplier recommended that this company call us. IDENTCO's DuraTrack Series offers a portfolio of 20 chemical-resistant durable label products, so we were confident that we could resolve this customer's issue.

We discussed the situation with engineers from the company, including the ribbons, labels, printers and wash solution they were using. Within one day of obtaining the information from the customer, we sent samples for them to test. They conducted tests the next day and approved the product. We shipped the finished product within 2 days after approval.



ABOUT THE DURATRACK SERIES

IDENTCO's DuraTrack Series (previously known as the TTL®100 Series) allows you to easily track and trace printed circuit boards and high-value electronic components through the entire assembly workflow. These high-performance labels can endure harsh fluxes, the latest cleaning chemistries, and high temperatures, making them ideal for today's circuit board assembly processes. Engineered for use in surface-mount and through-hole assembly, the DuraTrack Series offers over 60 sizes for your convenience, in both polyimide and polyester. Additionally, this off-the-shelf product is available for immediate delivery. Customization is available.

“If you can't read the label, you can't track the product. IDENTCO solved this mission-critical problem for us.”



Discuss your labeling needs
with our technical experts

