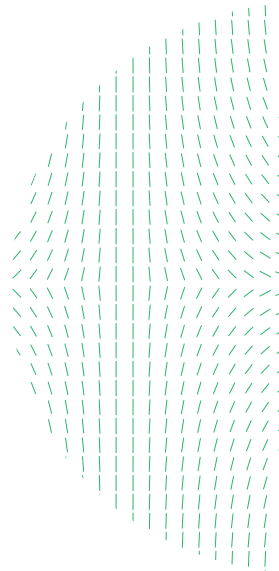




# Rubber Marking Solutions

**HARSH ENVIRONMENTS,  
MEET EXTREME PERFORMANCE.**



**COMPUTYPE®**  
where tracking meets success

# Your brand, on rubber, on-demand.

**BOOST EFFICIENCY BY REDUCING  
INVENTORY AND LABOR.**

Developed specifically for rubber product manufacturers, Computype's rubber marking solutions are designed with your challenges and goals in mind. Our pre-printed and print on-demand solutions align with lean manufacturing principles, allowing you to reduce waste of all kinds while boosting print quality.

Computype offers an array of options to suit pre-cure and post-cure rubber applications, complex logo designs and time sensitive variable data. Our experts will work with you to curate a solution to meet your specific needs and ensure lasting results.



1. Rubber Marking Film & Ribbon
2. Rubber Marking Printer
3. Pre-printed Rubber Marking Film

## Rugged, meet reliable.

**ENGINEERED  
TO WITHSTAND:**



**HIGH HEAT**



**ABRASION**



**CHEMICAL EXPOSURE**

## Hitting the road, meet hitting your goals.

**SPECIFICALLY DESIGNED TO ACHIEVE YOUR GOALS:**



**BOOST  
EFFICIENCY**



**REDUCE  
WASTE**



**REPRESENT  
YOUR BRAND**



**MEET DATA  
REQUIREMENTS**



**ENSURE  
DURABILITY**

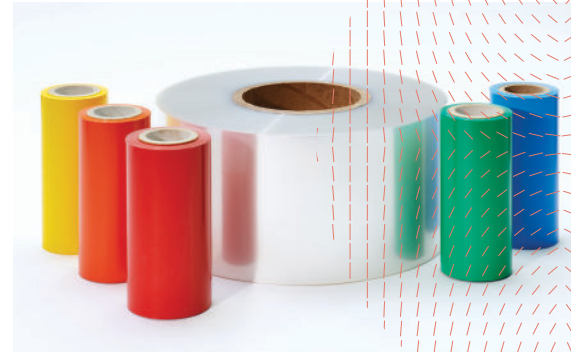
# Rubber Marking Film

Efficiently transfer your brand, data and barcodes directly onto your rubber, pre- or post-cure with a transfer film specifically engineered for application on rubber products.

## OPTIMAL PERFORMANCE, MEET ON-DEMAND.

### PRINT ON-DEMAND

When you need to accommodate quick changes in data, barcodes or brand representation, a print on-demand strategy is the best approach. Our print on-demand Rubber Marking Films utilize thermal transfer print technology for its durability and efficiency. After a consultation with our experts, your films will arrive pre-matched with a compatible ribbon to optimize performance based on your specific processes. A range of ribbon colors are available, including custom and dual color options.



## PRECISE DESIGNS, MEET PRINTED DIGITALLY.

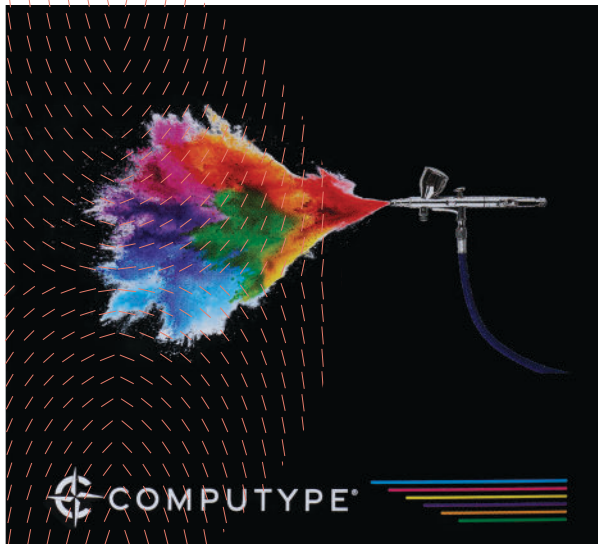
### PRE-PRINTED

Digitally pre-printed Rubber Marking Films can offer the same efficiency boosting benefits as our print on-demand film, plus enhanced image quality, greatly expanded color matching and variable formatting. Capable of printing photo-realistic imagery on rubber, our world class digital print technology goes above and beyond the needs of most applications.

## COMPLEX REQUIREMENTS, MEET COMBINATION STRATEGY.

### PARTIALLY PRE-PRINTED + PRINT ON-DEMAND

Sometimes a print on-demand strategy is necessary, which is why we engineered the Rubber Marking Printer. Digitally printed films can be ordered partially pre-printed, with space to add last minute information – such as bar codes or matrix codes – on-demand using thermal transfer technology. Include valuable data on your rubber without sacrificing brand representation or overcomplicating the process.



# Rubber Marking Printer

Together our Rubber Marking Printer and film quickly and efficiently deliver crisp, clear imagery directly on rubber, no matter your preferences, processes or environment.

## VITAL INFORMATION, MEET VERSATILE SOLUTION.

The Rubber Marking Printer is a thermal transfer printer that has been specifically modified by our engineers to endure the strenuous rubber belt manufacturing environment and effectively print on clear transfer film. This system serves as a reliable in-house alternative to pre-printed films or silk screening that is capable of quickly adapting to changes in imaging needs, reducing inventory and labor.



# Hard deadlines, meet leaner manufacturing.

**PRINT ON-DEMAND SOLUTIONS, INSTALLED TO ACHIEVE LEAN MANUFACTURING INITIATIVES.**

Computype was first introduced to a large rubber manufacturer in the mid-nineties at an executive seminar. Impressed by Computype's portfolio, executives from the rubber company told them about the challenges they were facing with screen printing in their rubber belt manufacturing facilities.

## **THE CHALLENGE**

This rubber manufacturer was seeking an alternative to the laborious screen printing process they had in place to mark their rubber slabs. While pre-printed transfer films are a more efficient alternative, their processes required time sensitive variable data that couldn't be predicted far enough ahead of time to meet lead time requirements.

## **OUR SOLUTION**

With this challenge in mind, Computype's engineers got to work building a solution to efficiently print films in-house. The result was a transfer film compatible with a standard thermal transfer printer.

This approach did a few things. Data could be updated instantly as it became available, to ensure the customer's variable data needs were being met efficiently and with minimal waste. A localized print center was no longer required, instead printers could be placed directly at processing workstations. The film would be printed and placed on the rubber prior to vulcanization where the ink would transfer from the film to the rubber.

A number of years later during a routine service visit, a decline in print quality was noted. The root of the problem was that thermal transfer printers are intended to be used with paper and paper-like materials, unlike the transfer film. This and unavoidable environmental factors led to irreversible damage to the printers. Computype's engineers quickly got to work modifying printers to better optimize quality despite the gritty rubber manufacturing environment, and to better accommodate the use of the clear film medium.

## **HOW COMPUTYPE HELPED**

When they initially came across Computype, the rubber manufacturer had one challenge that was preventing them from reaching their goal of a leaner manufacturing process. Over the course of many years the two companies formed a partnership. Together they uncovered opportunities to build and continuously improve a leaner process – not only for this rubber belt manufacturer alone, but for many others as this ongoing partnership is what led to the creation of Computype's print on-demand Rubber Marking Film and Printer.

## **FORMIDABLE INDUSTRIAL ENVIRONMENT, MEET FORMING A PARTNERSHIP THAT MAKES THE GRADE.**

From the production line, to the warehouse, to the road, Computype has the custom solutions to meet the challenges of your industrial environment. For nearly 50 years, we've put our labels and adhesives through endless testing to prove they can withstand the demands of rigorous manufacturing environments.

## **WE'D LOVE TO HEAR FROM YOU.**

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