

Dear Reader,

in the last issue of the S+P NEWSLETTER one topic we dealt with was **Rationalization**. There are numerous starting points for this topic. Automation - also in the field of labeling - streamlining of work methods, and transparency in the storage of materials are examples of areas in which savings can be made.

In a difficult economic climate these factors are more significant than ever. This was the reason for our decision to **expand this subject**. In the end, every crisis leads to a process of selection and only those who are able to recognize the signs of the times, and exploit them, will emerge stronger from these times. Excess capacity worldwide, whether in the steel industry, or now also in the automotive industry, is causing keener competition. Streamlined organization, efficient procedures within a company and strict reference to the requirements of customers create an **advantage over competitors**.

Below you will find several illustrations from customers of Seidl + Partner who were able to become more competitive through such innovation.

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◆ +++ S + P Materials +++

+ Improved Solutions for Laser Printers

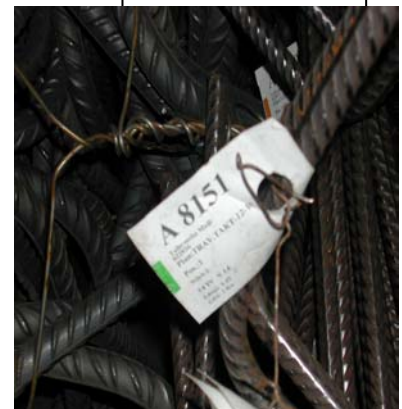
Applications for labeling using laser printers are gaining in acceptance. The advantages are obvious:
- low cost combined with high performance.
Until recently there were some limitations for working with multiple document feeders during printing and the high static friction of the sheets after printing. With **GRAPHIPLAST® 7257** these limitations for labeling of short term applications are a thing of the past. At the same time the **GRAPHIPLAST®** qualities 7257 and 7267 were raised to a material thickness of 150µ, for improved tearing strength.

Your advantage: improved performance at the same price!
Info - please call your S + P contact

+ Renaissance of **GRAPHIPLAST® 7078**

One of the factors for the renewed interest in the material **GRAPHIPLAST® 7078** is **rising prices** for most of the **other plastics**. As was already the case two years ago, prices, especially for polyethylenes (PP, PE and PET) are rising - this is not the case with **GRAPHIPLAST® 7078**. Another reason is the expanded availability of printing systems for **GRAPHIPLAST® 7078** - primarily the Solid Ink Technology from Xerox. This system combines high printing quality with economical usage.

Your advantage: Good-value alternative to laser printers!
Info at ++49 8233 846-125 Udo Kahlenberg, Product Manager

+ **GRAPHITHERM® 3000** - Prototype to ready for use

The presentation of **GRAPHITHERM® 3000** at Wire 2002 in Dusseldorf was a total success. Although we had only a few prototypes to demonstrate, there was much interest. What are the next steps? The material withstood its baptism of fire on billets with temperatures of up to 900°C with brilliance - including attachment. Further tests on hot rolled strip and wire rod are being carried out. In the next newsletter we will update the details of the applications and present the material with all its properties, which are at present being worked on.

Your advantage: Material tracking even at 900°C
Info at ++49 8233 846-125 Udo Kahlenberg, Product Manager



◆ +++ S + P Applications +++

+ Labels in Sheet Form are Gaining Acceptance

For years Seidl + Partner has been recording increasing **growth rates** in the field of labels for **page printers**. For product labeling, equipment is normally used with which one label after another is printed - this can easily be done in the case of formats such as Odette A5 or special solutions in A6 size.

For solutions with several labels per sheet, such as Lennerts + Partner Software, it is now possible to **separate and sort** the labels **automatically**. This is advantageous in the case of large print volumes - in a short time the piles of labels are ready and sorted. **Your advantage:** Tiresome separation and sorting are no longer required - further processing and finishing of the print job can be quickly carried out.

Info: ++ 49 8233 846-125, Udo Kahlenberg, Product Management



+ Monitoring Container Flow at 500°C

Suppliers of the automotive industry are subject to a 100% quality control. The tracking of **heat numbers** and ensuring that **manufacturing processes** can be **clearly followed** have total priority. Forged parts are re-shaped at very high temperatures and then collected in steel boxes. The marking of the containers requires labeling which can withstand temperatures of up to 500° C which are emitted. Leading forges choose high-temperature solutions such as **GRAPHIPLAST® 7930** and 75250. These guarantee reliable identification using bar codes.

Your advantage: Tracing to source according to ISO norms. Info - please call your S + P contact



+ Optimum Organization of Cable Drums

The detailing of special cables requires the highest standards of labels, for instance extremely good outdoor-resistance and tearing strength. Furthermore for drums of varying sizes the label should also be adaptable in size. An A5 label in **GRAPHIPLAST® 7257** for laser printers, with a central perforated fold can be used either as an A5, or folded, as An A6 label.

Your advantage: Economy and utility by a combined A5/A6 form.

Info - please call you S + P contact





◆ **+++ Hardware Service Center +++**

+ **Delivery Reception - the Key Point for Tracking Material**

The delivery reception department is a crucial point. Information from suppliers should be recorded and processed there, so as to ensure unambiguous tracking of material. Software solutions from Seidl + Partner with data base management, specific data input masks for data collection, the evaluation of data as required, and issuing of data on a specially prepared data carrier are means for adapting data management to the customary procedures of the company.

Your advantage: Software solutions for warehouse administration designed to suit your exact requirements. Info: ++49 8233 846-147, Claus Schlang, S + P ID-Systems



+ **Storage Place Administration makes for Transparency in Warehouse**

Customer-oriented storage is nowadays a matter of course. Scarcely anyone however is well prepared for the continually increasing demands as regards space and handling of the material. Problems in finding and classifying are inevitable. Crowded warehouses mean extra effort is required to find items. As well as clearly visible product marking using bar codes, warehouse administration with floor markings is helpful. Flexible plastic floor marks are simple to affix and are pre-printed in the desired form with a bar code.

Your advantage: Barcode application for complete warehouse organization. Info: 08233 846-147, Claus Schlang, S + P ID-Systems



+ **Save Money with Ink Ribbons Designed for Specific Materials**

Resin ribbons for heat transfer printers fulfil the highest standards of print quality and resistance of the print to chemical and mechanical effects - and are also expensive. Seidl + Partner offers newly developed qualities in the resin field, which meet these requirements and are easy on your budget - specially suited to S + P labels.

Your advantage: Lower costs and high quality printing
Info: ++49 8233 846-151, Florian Beckenbauer, S + P ID-Systems



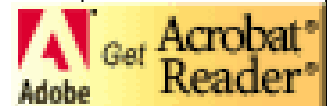
◆ +++ S + P News +++

+ Document Management by PDF

For S + P employees in the Export Department this is a perfectly normal procedure. Documents such as proofs, order confirmations and invoices have already for years been made available to customers abroad by e-mail in the form of a PDF file. Such documents can thus be sent in a few seconds in a form that is accepted worldwide. The software for opening and reading the forms can be downloaded free of charge from the Internet. You will find a link for this purpose in all our e-mails.

Your advantage: Shorter processing times and easier record keeping by computer

Info: ++49 8233 846-146 Alexander Rupprecht, Head of Customer Service



+ S + P Customer Service

This Department is responsible for a multitude of tasks. Calculation, order processing, scheduling of material and machinery, invoicing and dispatching of orders. We would like to introduce you to the team behind these activities. As Head of Department, Alexander Rupprecht has taken on the largest challenge - the scheduling of orders. Especially since the move to our new location in Kissing, this is a difficult discipline. In cooperation with the Production manager Henrico Weber, he has now once again reduced the time required for this task to the normal four weeks. Our goal in this was to be able to respond more promptly to **your requirements**.



◆ +++ Events +++

+ Aluminium Fair Essen, 18. - 20. September 2002

S + P highlights are:

- high temperature labeling up to 950°C
- automatic labeling of semi-finished and finished material

We look forward to seeing you there!

Yours sincerely



Karl Tochtermann
Marketing- and Sales Director



REPLY FAX

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e-mail: S+P@Seidl-Partner.com

Yes, I am particularly interested in:

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| <input type="checkbox"/> New materials | <input type="checkbox"/> New applications | <input type="checkbox"/> Please send me information |
| <input type="checkbox"/> S+P Hardware | <input type="checkbox"/> Trade Fairs | or samples on the subject: |
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Please contact me regarding the following subject:

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| <input type="checkbox"/> Thermal transfer labels | <input type="checkbox"/> Printer systems | <input type="checkbox"/> Bar code printing |
| <input type="checkbox"/> Labels for laser printers | <input type="checkbox"/> Software | <input type="checkbox"/> Bar code reading / -identification |
| <input type="checkbox"/> Labels for dot matrix printers | <input type="checkbox"/> Ribbons | <input type="checkbox"/> System technology |
| <input type="checkbox"/> Multi function solutions | <input type="checkbox"/> Printer connection / interfaces | |
| <input type="checkbox"/> Tag attachment solutions | <input type="checkbox"/> Label processing / dispenser solutions. | |

Other.....

Company:		Contact Partner:
Fax:		Position in Company:
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Address:		

I found the S+P NEWSLETTER interesting.
Please also send further issues to:

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