

PPG TESLIN® label stock solves major static issue for chemical drum label converter in Texas



"We have no marketing or sales team. So we must rely on our quality reputation, continuous improvement and ability to find the right solutions to continue to grow our business. *Teslin* label stock was the ideal answer to a major issue facing one of our largest customers."

MIKE WILLIAMS AND BOB NICOLSI
Owners, Gulf States Label, Houston, Texas



Challenge

Gulf States Label, a mid-sized converter in Houston, Texas, operates a 17,500 square foot manufacturing facility. They have grown over the past 15 years without the benefit of a sales or marketing team. Owner Bob Nicolosi acknowledges that the small company must rely on "word-of-mouth, good service and great quality" to sustain their growth.

Gulf States Label converts rolls of pressure-sensitive (PS) material into 8.5" x 11" and 11" x 17" sheets for Print Systems, Inc, one of their largest customers. Print Systems then prints chemical drum labels that meet IMDG and GHS compliance standards.

Founded in 1992, Print Systems utilizes Konica toner-based digital presses, and produces close to 2 million sheets per year. Owner Bill Turo notes that, "today, we print the vast majority of orders on-demand as we commit to ship anywhere in the world in two days or less."

Prior to discovering *Teslin* label stock, Print Systems used polyester PS label material, which caused significant static issues as the sheets came out of the digital printer. Considerable staff time was wasted separating clumps of label sheets.

In a business where every minute counts, Turo needed a solution to this challenge of wasted productivity.

Summary

- Houston-based Gulf States Label prints for its direct customers and converts pressure-sensitive rolls into sheets for a large number of local printers.
- One of Gulf States Label's largest customers, Print Systems, Inc., produces chemical drum labels that must be BS 5609-Certified to meet IMDG and GHS compliance.
- Speed is critical to Print Systems as most of their orders are on-demand.
- Prior to discovering PPG TESLIN® label stock, Print Systems used polyester label material, which caused significant static issues during printing. Considerable staff time was wasted separating sheets of labels.
- *Teslin* label stock dissipates static. This attribute resolved Print System's issue entirely and they were able to double their workload without increasing manpower and save \$120,000 annually.



"*Teslin* material was a godsend. Most of my business requires almost instant turnaround and static was significantly slowing us down. Once we started using *Teslin* BS 5609-Certified labels, we were able to double our workload without increasing manpower – saving my small company \$120,000 annually."

BILL TURO

Owner, Print Systems, Inc., Houston, Texas



Solution

Turo read an article in an industry publication and learned that PPG had recently begun producing its *Teslin* synthetic material in four standard label stock varieties that could run through digital presses. Although the article focused on safety concerns and the fact that *Teslin* BS 5609-Certified label stock reduces potential static discharge when removing label liners (which could potentially ignite chemical and solvent vapors in certain manufacturing environments), Turo thought this could also be an excellent solution to his quality and productivity problems.

He asked Nicolosi at Gulf States Label about the *Teslin* label stock. Nicolosi contacted PPG and soon they were testing sample rolls and quickly converting sheets. The last step was for Print Systems to print the labels and for their customers to successfully test and qualify the label stock.



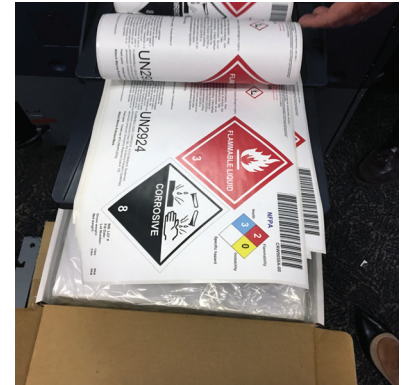
Results

Teslin BS 5609-certified label stock ran easily on Print Systems' digital presses from day one. The *Teslin* labels enabled Turo to improve the efficiency of his workforce as they no longer needed to spend non-productive time pulling sheets apart. The speed and the heat of his fastest machine was no problem for the synthetic label stock. A bonus benefit was the fact that *Teslin* prevented ghosting images that had occurred in the past with polyester.

The implementation process also went smoothly, as Print Systems' customers were very satisfied with the quality of the vibrantly printed labels that met both IMDG and GHS standards. Other benefits include the fact that *Teslin* label stock molds well around chemical drums and does not experience corner peeling or shrink when applied to a plastic container, as can occur with vinyl and polyester.

Teslin label stock enables Print Systems to meet its ongoing mission of printing on-demand labels, and shipping any quantity from one to 10,000 labels within 24 hours to anywhere in the world. Turo concludes that, "We recently did 30,000 labels in three days. We just couldn't do this volume without *Teslin*."

Based on the successful results of this project and the satisfaction of their key customer, Gulf States Label will now be converting all their PE drum labels to *Teslin* BS 5609-Certified label stock and are looking for additional markets where they can grow their business with PPG's other three *Teslin* label stocks.



Polyester labels printed with toner-based technology curl from static at Print Systems, Inc.

PPG TESLIN® Label Stock

- *Teslin* label stock is a highly printable synthetic material that excels in applications that demand a tough, high-performance material.
- The material contains micropores that absorb inks, toners, adhesives and coatings locking them into its structure for long-lasting durability.
- It is ideal for applications that include GHS-compliant chemical containers, brand protection, tamper-evident security, medical/pharma products and high-end wine and spirits.
- Four standard label stock varieties are available:
 - General-Purpose Permanent
 - Ultimate Bond
 - General-Purpose Removable
 - BS 5609-Certified

