



## FOX IV - Re-oriented label print and apply

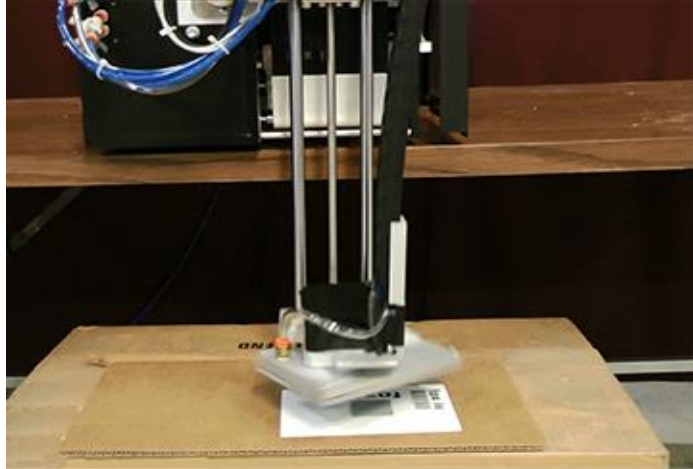
### Features and Benefits

- Made-to-application Twister™ tamp assembly for 90° rotation of label prior to application
- 300 dpi print resolution for clear, concise print
- Small footprint for machine integration
- 300 dpi print resolution for clear, concise print

### Industry Group:



*FOX IV's engineering expertise enabled the end-user's vision of a rotated label application a reality.*



*The Twister™ label tamp pad on the FOX IV 5410 Mini Print and Apply re-orientates the label to be in the proper orientation for the customer's product.*

### **Labeling with a Twist!**

#### **BACKGROUND:**

One of FOX IV's premier partners integrates the FOX IV model 5410 Mini into their bagging equipment. They came to FOX IV for help with an end-user application specification change.

#### **APPLICATION:**

The end-user needed to have a 6" x 4" label applied to their shipping bag as part of an automatic bagging solution. The label needed to be in a specific location and orientation. Unfortunately, the standard set up of would apply the label as a narrow-edge-leading 4" x 6" and the equipment orientation could not be changed.

The end-user also required high quality print.

#### **ENVIRONMENT/SPECIAL CONDITIONS:**

Temperature controlled factory environment. Print and apply mounted as part of packing machine.

## **SOLUTION:**

Utilizing FOX IV's engineering and customization expertise, FOX IV was able to design a specialized tamp assembly for the 5410 Mini label print and apply that would turn the label to the proper orientation after it was printed but before it was applied. FOX IV called the specialized tamp assembly the "Twister™" .

After the label is printed, while the application cylinder is in motion, the tamp assembly rotates 90° to apply the label adjacent to its original orientation, thereby meeting the end-user's specification.

Additionally, the 5410 Mini was assembled with a 300 dpi printhead to meet the higher resolution printing requirement.

## **EQUIPMENT PROVIDED**

5410 M Print and Apply System with

- Zebra printing technology - 4" print width
- 300 dpi print head
- 14" length applicator arm
- Twister™ tamp assembly
- I/O signals
- Apply trigger

## **SERVICES PROVIDED:**

Design made-to-order tamp assembly



## **FOX IV TECHNOLOGIES, INC**

6011 Enterprise Drive, Export, PA 15632

724-387-3500

[sales@foxiv.com](mailto:sales@foxiv.com)

[www.foxiv.com](http://www.foxiv.com)

VIDEO URL:

[https://youtu.be/Rjk1\\_Nlrz8](https://youtu.be/Rjk1_Nlrz8)