



The Global Leader in Workplace Labeling & Signage



# Why Choose DuraLabel®?

# DURALABEL VS. THE COMPETITION

In today's economy any smart business should be concerned about both quality and cost savings when it comes to supplies. Recently some bargain supply distributors have targeted existing DuraLabel customers by closely imitating the

look and fonts of the DuraLabel website as well as making claims about DuraLabel products and supplies. This white paper focuses on some key points that separate us from competing distributors of "DuraLabel-compatible" supplies.



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# RFID AND SMART CHIP TECHNOLOGY

Every DuraLabel device has its own Radio Frequency Identification (RFID) reader built in.

## WHY RFID?

DuraLabel isn't the only leading industrial labeling system to have an RFID chip reader built into the printer. Most manufacturers of high quality industrial label and sign-making systems as well as some inkjet and laser printer makers incorporate a similar means of supply protection. Using manufacturer-specified supplies helps maintain the life of the printing device, ensures output quality, and ensures warranty protection.

## THE TORO'S SMART CHIP: WHAT'S SO SMART ABOUT IT?

DuraLabel's innovative stand-alone Toro printer features a Smart Chip reader. This special RFID system accomplishes the following:

- Identifies and auto-selects the correct printer driver and supply type
- Shows remaining available supply
- Prompts for calibration and ribbon changes
- Indicates if supply and ribbon combinations are incompatible

## PROBLEMS WITH SMALLER COMPETITORS' SUPPLIES

Supplies manufactured outside of DuraLabel's specifications can be loaded into one of our devices, but otherwise do not print beyond a few inches. Such supplies:

- Do not perform as well in the field as DuraLabel supplies
- May have pitted film faces, which cause voids in prints
- Void the DuraLabel warranty: DuraLabel devices and supplies are an integrated system
- Are not warrantied

## FADE TO WHITE

In fact, laboratory testing has shown that "knock off"-type supplies fade after just six months and are illegible after just three years (see page 5).

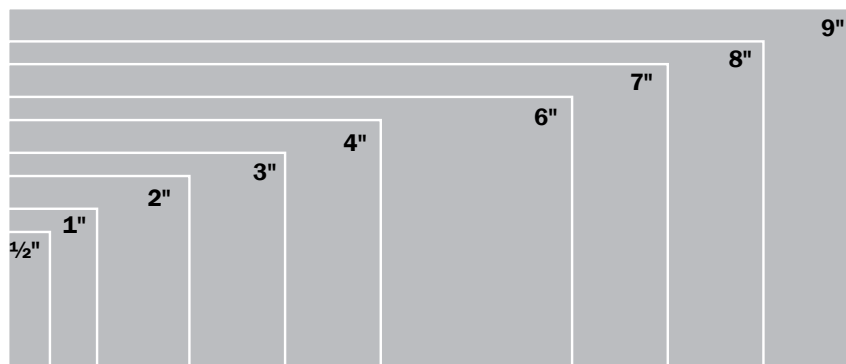
# DURALABEL SUPPLIES

DuraLabel supplies are tested in our R&D facility in Beaverton, OR, where they are subjected to the equivalent of five years of harsh UV exposure, abrasion, heat and chemical resistance. With our most popular Premium Vinyl tapes guaranteed for five years, the DuraLabel system includes more than 50 kinds of supplies for virtually any kind of industrial application.

DuraLabel premium vinyls are available in 17 colors and 9 widths.

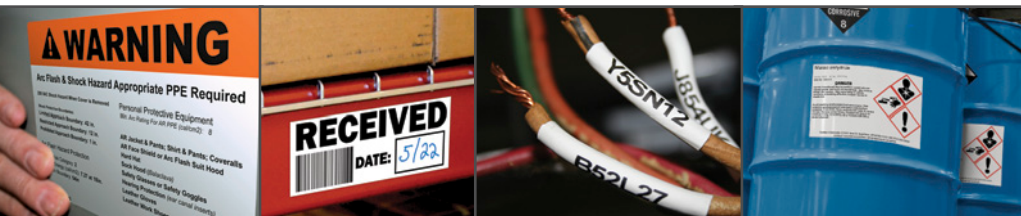
Many other custom colors are available for an additional \$20, with no minimum order.

## AVAILABLE WIDTHS



## AVAILABLE COLORS

White
Black
Clear
Battleship Gray
Silver Gray
Blue
Green
Yellow
Orange
Red
Purple
Brown
Pink
Sky Blue
Teal
Gold
Medium Gray



## VARIETIES AVAILABLE

No other supplier can compete with our selection and our five-year warranty, which is unique to the industry. Here are some supplies we offer that can be used with your DuraLabel printer:

### PREMIUM VINYL (MOST POPULAR)

- Works on surfaces up to 200 °F
- Resistant to UV light and most chemicals

### XPRESSPEEL PREMIUM VINYL

- Has scored backing that makes it a snap to peel and apply

### GHS LABELS

- Comply with standards established by UN and EU, preprinted with one to four red diamonds

### EMBOSSABLE POLY TAPES

- Retains handwritten impression even after ink fades; resists humidity/water

### CLEAR MATTE POLY TAPES

- Matte finish on the face of the label stock does not allow light to cause a glare allowing the label to be viewed at any angle

### METALLIZED POLY TAPES

- Brushed aluminum appearance; resistant to mild acids, alkalis, salt

### METAL-DETECTABLE TAPES

- Detectable levels of metal throughout label

### TWO-COLOR VINYL

- Customizable, includes OSHA standardized colors

### SELF-LAMINATING WIRE WRAPS

- Custom colors and sizes available
- Clear tail wraps over printed portion to protect against chemicals and abrasion
- Resistant to water, oil, UV light, mild solvents
- Custom colors and sizes available

### SHRINK-TUBING

- Meets UL, CSA and military requirements, flame retardant
- Ideal for wires and cables
- 3:1 shrink ratio, 25' per roll

### DIE-CUT NFPA DIAMOND LABELS

- NFPA/RTK/OSHA-compliant, resistant to water and most chemicals

### DIE-CUT OUTDOOR ARC FLASH, HEALTH & SAFETY LABELS

- OSHA/NFPA 70E/CSA Z462/ANSI-compliant, resistant to water and most chemicals, lasts 5 years

### UL 969-COMPLIANT POLY TAPES

- Strong industrial adhesive
- Resistant to water, UV light, solvents
- Tested in accordance with ANSI/UL 969 "Marking and Labeling Systems"

### OILY SURFACE TAPES

- Adheres to greasy, dirty surfaces
- Resistant to oil, gas, moisture

### DRY-ERASE TAPES

- Use any dry-erase marker to keep up with information that is constantly changing; high tear strength

### CRYOGENIC LABELS

- For temperatures of -320 °F to 248 °F
- Indoor and outdoor use
- Pressure-sensitive acrylic adhesive

### BOLDGLO PHOSPHORESCENT TAPES

- Ideal for emergency exit labeling, glows in dark up to 8 hours
- Resistant to common chemicals

### EXTREME HIGH-TEMP POLY TAPES

- Withstands intermittent temperatures as high as 700 °
- Ideal for extreme temperature fluctuations

### DURACHEM CHEMICAL RESISTANT TAPES

- Resistant to strong solvents, chemicals, acetone
- Complies with FDA for indirect food contact
- Indoor and outdoor use

### CONTINUOUS HEADER OUTDOOR HEALTH & SAFETY LABELS

- OSHA/NFPA 70E/CSA Z462/ANSI-compliant, resistant to water and most chemicals

- Circuit board polyimide tapes
- Die-cut arc flash labels
- Die-cut blank labels
- Die-cut RTK color bar labels
- Die-cut health & safety labels
- Die-cut outdoor NFPA diamond labels
- Materiel condition tags
- Conformable polypropylene tapes
- Magnetic supply
- Electrostatic dissipative tapes
- Tyvek tags
- Iron-on tapes
- Cryogenic labels
- Marine label tapes
- Cold storage tapes
- Nylon label tapes
- LN2 Poly™ tapes
- Repositionable tapes
- High-temp poly tapes
- Tag stock, lockout/tagout stock
- Tamper-evident destructible tapes
- Floor marking tapes
- Tamper-evident "VOID" tapes
- Printable floor marking tapes
- Custom UV watermark tapes
- Premium non-skid traction tapes
- Photoluminescent non-skid tapes
- Phosphorescent tapes
- Indoor & outdoor fluorescent outdoor hi-viz tapes
- Extended-life vinyl tapes
- Reflective vinyl tapes
- High-tack tapes
- Poly cling
- Ultra-aggressive adhesive vinyl tapes
- Low-halogen label tapes

## DURALABEL COMPETITORS

DuraLabel's competitors include various cottage distributors that market "DuraLabel-compatible" supplies from home or small storefronts and lack the support necessary to service numerous small business or large business accounts. Because of their size, these companies run lean supply inventories and use customers' payments to purchase supplies, contributing to longer lead times.

Although these companies may offer "lifetime free tech support," it's unclear whether they are referring to the lifetime of the product sold or the lifetime of the company offering the support. Graphic Products has been in business since 1970 and has approximately 150 employees, experiencing continued growth throughout its lifespan. After other suppliers have left the business, we'll still be here.

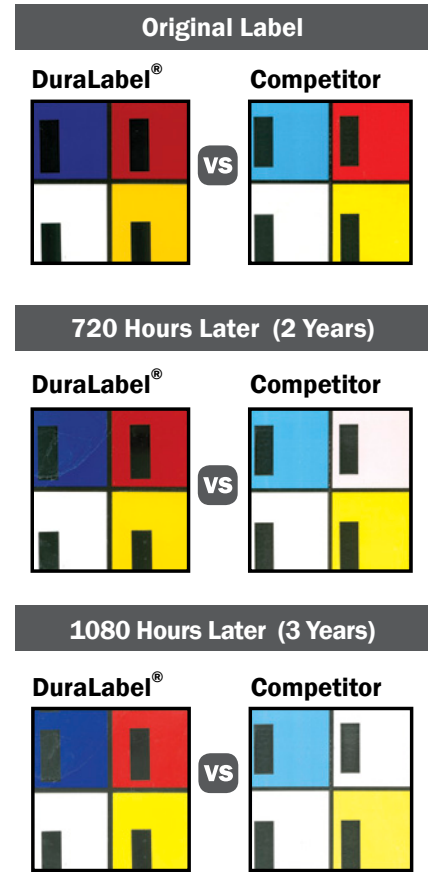
### A SIDE-BY-SIDE COMPARISON

In our most recent weathering test, we ran one of our labels alongside the same type of label available from a competitor. Both were put side-by-side on the same test platform of the Atlas SUNTEST XLS+ weathering tester, which simulates years of exposure in weeks. Here are the results.

After 720 hours in the machine, two years of exposure to outdoor conditions have been simulated. As you can see, the red on the competitor's label has faded completely.

This test was run to assess both supplies' estimated life in outdoor conditions. As you can see the colors on the DuraLabel label are fine. Although the test was only conducted to simulate three years, this label has many additional years of life left.

### WEATHERING TEST RESULTS



## THE DURALABEL GUARANTEE: FIVE YEARS ON SUPPLIES, FREE LOANER MACHINES

### THE BEST GUARANTEE ON SUPPLIES

DuraLabel's Premium Vinyl Tape includes a five-year warranty. This is our most popular tape for pipe marking, warehouse storage, safety signage, electrical labeling, 5S labeling and OSHA-required labels, and provides exceptional durability and flexibility. Its 3.0-mil calendared construction makes this material ideal for these and a wide variety of other industrial grade sign and labeling applications.

No other manufacturer offers anything comparable to this warranty. We are so confident in the quality of our continuous supply Premium Vinyl that we provide a warranty on all signs and labels you make with the material. The five-year warranty also includes labels made using XPressPeel Premium Vinyl.

### WE BACK OUR PRINTERS, TOO.

For starters, our printers are backed by a three-year warranty. And if that weren't enough, we offer free technical support for the life of your DuraLabel machine. This includes free software upgrades, and you'll never pay any licensing fees.

We are happy to provide a free loaner printer to qualified customers in the unlikely event that their machines need repairs, cleaning or tune-ups. A loaner machine will reduce work interruptions and enhance productivity. When there is a big sign and labeling project, going without your DuraLabel printer for a week can be devastating.

Servicing is done by trained quality-assurance technicians who ensure your printer is operating at its peak potential.

## IT'S ALL ABOUT RELATIONSHIP

Graphic Products is proud of the relationships we have with our customers. We are open at 5:30 a.m. Pacific Time every weekday to ensure our East Coast customers can reach us first thing in the morning. Callers reaching us during business hours will always speak with a live representative for customer service, equipment/supply sales or technical support.

Our sales and customer service staff are trained to be solution-providers who can help you figure out the best and most compliant approach to labeling issues. And we have our own in-house experts to help us—and you—stay on top of changing standards, as has recently occurred with the Globally Harmonized System (GHS) for hazardous materials.

In addition, if you need a custom label or other project-level support, you can simply call us, send us a sketch or describe your needs in an email. Our staff will have your custom supplies designed and printed, and guaranteed to work seamlessly with your DuraLabel device. Only a company of our size and capacity has the resources to provide this level of service.



## PRODUCT TESTING

### ON-SITE TEST LAB

The DuraLabel test lab provides continuous testing of existing products to ensure you always get high quality printers and supplies. The test lab continuously tests our existing products to ensure the items we offer meet or exceed our high standards. The test lab is the driving force behind the development and testing of new products.

Our Atlas SUNTEST XLS+ weathering tester subjects samples to accelerated weathering conditions that include light, UV, moisture and rain.

### TABER ABRASION TESTER

This machine is used to test for abrasion resistance. A circular sample is placed on the disk on the upper part

of the tester. It is rotated and subjected to a precision controlled amount of abrasion; afterward the readability of the printing is tested using a computer-based scanning system.

### CHEMICAL TESTING

To pass our tests the label must survive exposure to 12 chemicals common to the industrial workplace. Labels are placed in chemical baths for set periods of time and subjected to a level of rubbing and scrubbing that far exceeds what happens even in the most extreme conditions.

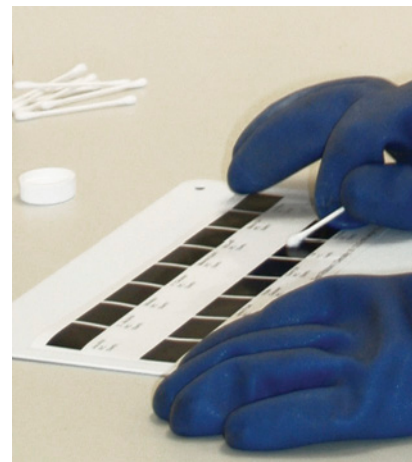
Our goal is to ensure our labels and signs deliver more than what we promise.



Atlas weathering tester



Taber abrasion tester



Chemical testing



## HUGE INVENTORY, READY TO SHIP

Graphic Products maintains a large warehouse full of printers and supplies—valued at millions of dollars—so we can ship your order the same day it is received. We constantly monitor inventory levels to ensure that whatever you need will be in stock when you need it. You can have it tomorrow morning.

### DURALABEL AND MORE

Of course we have a huge inventory of DuraLabel printers and supplies. But we also have an in-depth inventory of supplies for Varitronics, K-Sun, Kroy and other brands of label printers. Call 800-788-5572 anytime you need labeling or sign making supplies.

## CUSTOMERS

DuraLabel customers include many large, mid-sized and small companies, which have come to rely on us for our responsive service and ready-to-ship inventory. Some of our most well-known customers include: U.S. Military, NASA, P&G, Amazon.com, ConAgra, Georgia-Pacific, Boeing, John Deere, Conoco, Sara Lee, Toyota and General Electric.

## CONTACT US

### PHONE

Please call: 800.788.5572

Outside the U.S. and Canada call:  
503.644.5572

### MAILING ADDRESS

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USA

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USA

Our normal business hours are  
5:30 a.m. to 5:00 p.m. Pacific Time,  
8:30 a.m. to 8:00 p.m. Eastern Time.  
Monday through Friday, except for  
major holidays.

DuraLabel® 

