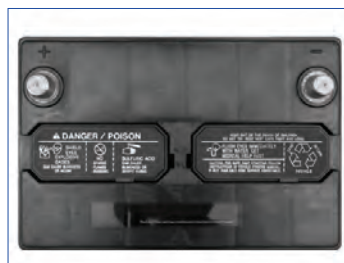


## Ideas for In-Mold Labeling and Decorating

### PERMANENT SAFETY MESSAGES



### PRODUCT DECORATION AND BRANDING



### Grafilm®

Ideal for a wide variety of consumer, industrial and commercial product applications. Improves the appearance and durability of labels and delivers impressive return on investment with increased operational efficiency and productivity.



### Grafilm® Ultra

Offers all the advantages of Grafilm but with added abrasion resistance, chemical resistance and optional additional UV protection. Used in applications where the label comes in contact with abrasive materials or hard particles.



### Thin Film

Designed for non-industrial or commercial product applications where there is a desire for high quality labeling or decorating on disposable products and packaging.

	OUTDOOR APPLICATIONS	INDOOR APPLICATIONS	EXTREME ABRASIVE ENVIRONMENT	SOLVENT RESISTANCE	HIGH VOLUME DISPOSABLES
Grafilm®	•	•		test	•
Grafilm® Ultra	•	•	•	•	•
Thin Film		•			•

For more information call  
**1-800-806-4408** or visit  
[www.standardregister.com](http://www.standardregister.com)



## Innovation, Safety and Profitability for Global Manufacturers

*Today's manufacturers are doing more with less, yet continually working to develop better quality products, processes and services. Standard Register partners with major manufacturers to assess their operations and implement solutions to increase their competitive advantages through innovative products and processes. Our In-Mold Labeling and Decorating solution provides permanence, durability and flexibility for molded parts while our Robotics and Automation solution offers innovative techniques that expand labeling options while reducing waste.*

### Capture the Endless Possibilities of In-Mold Labeling and Decoration

What is the impact on your organization if the decorative and warning labels on your products do not last the life of the products? Do the variety and types of plastic materials used to manufacture products present a labeling challenge? Is the space available for decorative and safety labels limited due to the profile of your molded parts? Are your products exposed to adverse conditions—severe natural elements, harsh chemicals or overt attempts to remove the labels—that could cause the failure of the labels?

Standard Register offers a solution for molded parts that is permanent, durable and flexible: In-Mold Labeling and Decorating.

### Your Branding, Decorating and Safety Messaging on Plastic Parts

Are you concerned about the permanence, durability and flexibility of decorative and warning labels on your plastic parts? In-Mold Labeling and Decorating:

- First company certified under Underwriters Laboratories (UL) certification program for In-Mold Labeling
- Provides a secure method of fusing safety messages and decorative elements into your plastic product through a cost effective, patented process
- Requires no costly mold or tooling changes
- Works with all thermoplastics and rubber
- Complements automation for greater throughput with less scrap
- Conforms to irregular product surfaces, defeating traditional methods of labeling
- Complies with all child safety regulations for hazardous materials and exceeds FDA requirements for food contact
- Is competitively priced
- Provides durability and fade resistance
- Is eco-friendly

SR  
LISTED  
NYSE

[standardregister.com](http://standardregister.com)

**Standard Register®**  
ADVANCING YOUR REPUTATION

600 Albany Street  
Dayton, OH 45417  
1-800-755-6405

©2012 Standard Register Form No. 7160-POD (09/12)

[standardregister.com](http://standardregister.com)

**Standard Register®**  
ADVANCING YOUR REPUTATION

## Grafilm—the next generation of In-Mold Labeling

Do you need an ideal solution for your decorative, branding and safety labels that enhances the appearance of your durable plastic parts while reducing the risk of label failure? Standard Register's Grafilm bonds to any surface with more permanence, making it the next generation of In-Mold Labeling and the ultimate solution for label durability and flexibility.

### PERMANENT

- Provides safety messaging and decoration that won't fall off and can't be removed by the end-user
- Lasts the lifetime of the product
- Offers ongoing value to customers through logos, brand names and decorative trim

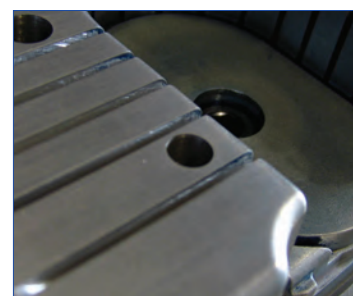
### DURABLE

- UL certification of rigorous performance and marking requirements
- Withstands harsh conditions and rough handling
- Provides excellent fade resistance
- Stands up to harsh chemical exposure

### FLEXIBLE

- Conforms to textures and shapes
- Utilizes existing molds and tooling
- Works with all thermoplastics and rubber including:
  - Polyolefin
  - PET
  - Vinyl
  - ABS
  - TPO
  - Styrene
  - Polycarbonate
  - Elastomers
  - Glass-reinforced nylon
  - PVC
  - TPE

### How In-Mold Labeling and Decorating Works



Start with existing thermoplastics mold.



Prior to injection of plastic, label is placed as part of the automated process or by hand.



Plastic is injected into the mold, bonding with the in-mold label.



Once set, the plastic part is removed from mold.



In-mold label is permanently bonded to the plastic part.

### World-Class Support for Industrial Manufacturers

Standard Register offers the industry's only comprehensive program designed to help industrial manufacturers manage their printed production parts, including functional and decorative labels, and technical literature. Our In-Mold Labeling solutions including our next generation product—Grafilm—provide durability and adherence to any surface while remaining eco-friendly. We understand the manufacturing environment and our dedicated team helps manufacturers reduce the total cost of ownership of all printed production parts, consolidate suppliers, assure agency compliance and increase productivity.

### THE STANDARD REGISTER DIFFERENCE WORKING FOR YOU

Our manufacturing and distribution facilities, located nationwide and in Mexico, provide you with label printing, digital on-demand printing and a wealth of other features that clearly differentiate Standard Register in the manufacturing industry, including:

- ISO 9001/2008 Certified
- A Web-based bilingual inventory management system
- The capability to work with both national facilities and maquiladoras
- Flexographic capabilities and kitting operations
- UV Flexographic capabilities
- Digital print-on-demand capabilities for low-volume labels
- Adherence to Six Sigma/Lean Manufacturing principles and practices
- Warehousing and distribution
- Bilingual customer service
- Long- and short-run color label production
- Additional storage of long-run production pieces
- Local support for your global operations
- Digital UV Ink-jet printing
- Screen printing capabilities

### WAREHOUSE AND DISTRIBUTION CAPABILITIES

- Over 21,000 square feet for storage material, controlled by bilingual inventory system, which provides real-time inventory status
- 30+ production/distribution facilities across the US and in Monterrey, Mexico

## QUOTE

“Most suppliers send sales reps out who can quote prices and negotiate agreements. Standard Register's salesperson came to us with in depth knowledge of in mold product decoration, automation, and our own injection molding environment that truly helped us launch our IML programs quickly and effectively. They have helped us deliver on the promise of this technology, making it practical and effective in our business at Ames.”

**Eric McClintic, Plant Manager,**  
Ames True Temper, Harrisburg, PA



### Robotics and Automation

Are you looking for a way to utilize in-mold labeling on more of your equipment? Do you want to expand your private label opportunities using machinery that is currently not automated? Do you need accurate, repeatable placement of in-mold labels? Do you want to reduce scrap and waste due to improper label placement? Are you looking for universal-fit equipment that can be used on multiple machines, providing you with greater return on your automation investment?

Standard Register is the only provider of in-mold labeling and robotics and automation solutions to meet your needs.

### ADVANCED TOOLING FOR EXISTING ROBOTICS

Do you have existing robotics and a desire to utilize in-mold labeling? No problem! Standard Register's advanced tooling is custom-designed to work with your existing robotics and molding machinery. No off-the-shelf solution can provide the high-performance our custom-designed end-effectors offer. Our advanced tooling is designed specifically for your label application and reliably places labels on contoured molding surfaces using our proprietary, evenly dispersing static charging technology.

### TECHNICAL SUPPORT FOR ROBOTICS AND AUTOMATION

We offer a complete suite of technical services to support your robotics and automation needs, including design, programming, installation and after-sale support. Standard Register is your one-stop shop for all your robotics and automation needs.



Fast, easy programming minimizes down time when transferring from machine to machine.

## QUOTE

“Standard Register offered us a turnkey solution including labels, end of arm tooling, a dispensing station and automation assistance. Their expertise has helped us launch an important program with a key customer under a tight timeline with no delays, surprises or problems. They are a valuable partner as we look to increase our value-added capabilities for in mold product decoration.”

**David Ertl, Engineering Manager,**  
Guttenberg Industries Inc.



Standard Register's 7-Axis Mobile Labeling System maximizes your investment.



Customized tooling allows you to apply labels and pick parts out of the mold with the same equipment.

## QUOTE

“Standard Register's unique In-Mold Labeling product, their technicians and onsite assistance helped us deliver a solution that far exceeded the expectations of a very important customer.”

**John Meyer, Manager,**  
Marketing & Business Development,  
Bemis Manufacturing