



MEDIA RELEASE

ID Technology Introduces TiltTouch™ Label Applicator Module

The TiltTouch is designed to print and apply labels to secondary packaging at high speeds

FORT WORTH, Texas September 16, 2019 – [ID Technology](#), a product brand of [ProMach](#), introduces September 23-25 at Pack Expo in the Las Vegas Convention Center, the latest addition to their portfolio of label applicator modules, the TiltTouch™. **Booth #C-3225**

The patent pending TiltTouch is designed to apply one or two GS1 compliant barcode labels to shipping cases, trays and shrink-wrapped bundles at higher output speeds than previously possible.

“Our customers have been looking for a way to print and apply barcode labels to adjacent faces of a package, while keeping up with modern high-speed production lines without jeopardizing barcode print quality,” says David Holliday, Director of Product Marketing at ID Technology. “Wrapping a single long label around the corner of the pack is a common technique, but the restricted print speeds of thermal printers can create a production bottleneck and the barcodes are printed in the less-desirable ‘ladder’ orientation. TiltTouch is the natural solution to these problems, allowing high-speed labeling and excellent barcode quality, while maximizing equipment efficiency.”

When printing and applying a GTIN label wrapped around the corner of the package, a label that is at least 8 inches long is often used. This means that the process has to allow for that 8 inches (or more) of material to feed through the printer each time, resulting in a lot of cycle time and adding wear to the printer. Using TiltTouch and two 4”x2” labels, a total of only 4 inches of material needs to run through the printer, which helps to reduce print time and wear on the printer, as well as support printing barcodes in the preferred orientation. A further advantage of TiltTouch is that feeding the labels in this orientation greatly increases the number of labels on the roll, leading to improved efficiency with less downtime for label roll changes. For even greater efficiency, two ID Technology printer applicators equipped with TiltTouch can be used as a zero-downtime pair for non-stop labeling.

The TiltTouch module is powered by a pair of precision pneumatic cylinders, one with a longer stroke than the other. The shorter cylinder moves the applicator to apply the label on the side of the item. For labeling the leading or trailing face of the package, the two cylinders work together to apply a label as quickly as possible. ID Technology’s refined applicator pad technology keeps the applicator from ever coming into contact with the product at any point of the operation, as the labels are gently controlled by a jet of air. The moving components of TiltTouch are designed to have minimal mass, allowing for smooth, fast motion and wear reduction.

ID Technology's label printer applicators have access to an extensive portfolio of applicator modules in addition to TiltTouch, such as the new CrossMerge™, another module designed for high-speed labeling.

About ID Technology

Customers across North America depend on ID Technology to design, build, integrate, and install the most effective product, case, and pallet identification systems for their product lines. ID Technology is a leading provider of labeling, coding, and marking equipment that also supplies quality flexographic, digital, blank, and shell labels in run volumes of any size from numerous regional label converting facilities across North America. ID Technology is a product brand of ProMach, a global leader in packaging line solutions. As part of the ProMach Labeling & Coding business line, ID Technology helps our packaging customers protect their reputation and grow the trust of their consumers. ProMach is performance, and the proof is in every package. Learn more about ID Technology at www.IDTechnology.com.

About ProMach

ProMach is a family of best-in-class packaging solution brands serving manufacturers of all sizes and geographies in the food, beverage, pharmaceutical, personal care and household and industrial goods industries. ProMach brands operate across the entire packaging spectrum: filling and capping, flexibles, pharma, product handling, labeling and coding and end of line. ProMach also provides Performance Services, including integrated solutions, design/build, engineering services, and productivity software to optimize packaging line design and deliver maximum uptime.

ProMach designs, manufactures, integrates and supports the most sophisticated and advanced packaging solutions in the global marketplace. Its diverse customer base, from Fortune 500 companies to smaller, privately held businesses worldwide, depends on reliable, flexible, technologically advanced equipment and integrated solutions. ProMach is headquartered near Cincinnati, Ohio, with manufacturing facilities and offices throughout the United States, Canada, Mexico, Brazil, Europe, United Arab Emirates and China. For more information about ProMach, visit www.ProMachBuilt.com.

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