# ID Technology’s New Label Applicator Brings Enhanced Performance in a Small Package

**MEDIA RELEASE**

*ID Technology’s new M2 modular wipe-on high-speed label applicator offers faster performance, increased accuracy, and expanded capabilities.*

**FORT WORTH, TX, September 20, 2019** – [ID Technology](http://www.IDTechnology.com), a product brand of [ProMach](http://www.ProMachBuilt.com), introduces the M2 Labeling Head, a new generation of the M-Series. The M2 is a modular wipe-on high-speed label applicator with faster performance, increased accuracy, and expanded capabilities, and it will be exhibited for the first time at Pack Expo 2019, September 23-25, in the Las Vegas Convention Center.

While providing a 4.3-inch color touchscreen HMI and new onboard controls, the M2 Labeling Head remains more compact than its competition. This allows for it to fit where other labelers can’t. The modular labeler can be mounted in any orientation to apply labels to the top, bottom, and sides of customer products or containers. The simple to use onboard HMI can be programmed to hold multiple recipes that can easily be recalled for rapid and repeatable product changeovers.

The M2’s flexibility allows it to be used as a standalone labeling head on a support stand, integrated into a host machine or as part of one of ID Technology’s comprehensive range of turn-key prime labeling systems. By using less parts, the M2 reduces the equipment’s complexity while saving time and money. A new label sensor bracket plate design accommodates both an ID Technology high-speed photoelectric label sensor as well as a high-speed ultrasonic transparent label sensor. It is a quick and easy swap between either sensor type. The M2 is also compatible with a broad range of date/lot coding technologies including, thermal transfer overprinters (TTO), inkjet coders, laser coders and other coding devices.

The M2 comes with many enhancements that allow this labeling head to run smoother than ever before. The M2 is powered by a new stepper motor with closed loop encoder and controls to enhance performance with continuous accuracy. The newly designed web drive offers several advantages including enhanced safety, better ergonomics, easy loading, increased grip, and lower inertia. An additional wiper has been added to provide better tension control of the liner as it travels through the labeler, and the new standard ball-bearing web rollers create less tension in the system. A newly developed and enhanced finishing brush assembly provides a cleaner and more durable brush, used for smoothing out each label.

The guarded nip drive assembly is standard and has been upgraded. Not only is it easier to open because of the protruding lever, the lever is also red, making an open nip more noticeable. Additionally, the new lever is more durable and requires less force to open. The M2 drive roller has better grip and is made of longer lasting material.

The M2’s durability, flexibility, and high-speed capabilities make this next generation model a superior label applicator. Check out the new M2 modular label applicator and many other innovative print, label, and coding solutions ID Technology has to offer at Pack Expo 2019, booth #C-3225. Or, find additional information online at [www.IDTechnology.com](http://www.IDTechnology.com).

**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](http://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](http://www.ProMachBuilt.com).

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