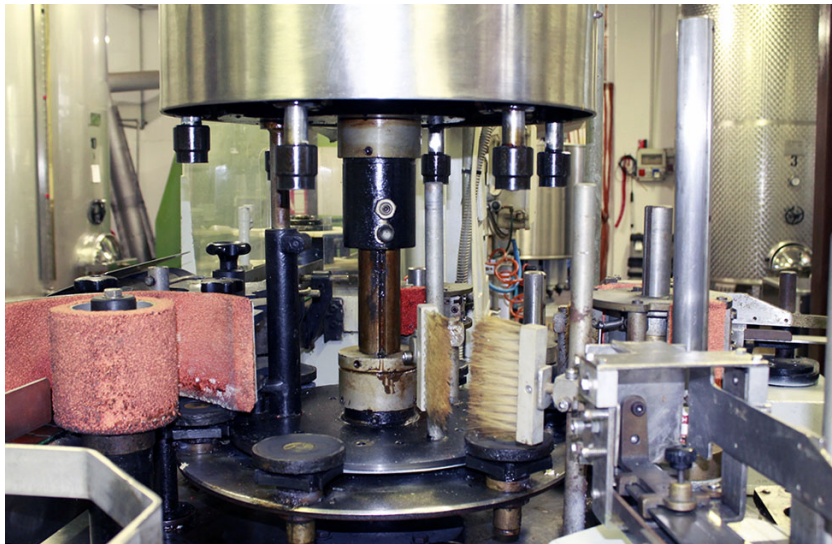


Case Study: RS Industrial, Inc. Reduces Downtime and Increases Production with “Easy Clean” Adhesive

Challenge: One of the largest U.S. supermarket chains sought to replace its current adhesive for labeling of spice bottles. Although the product provided excellent bonding performance, it displayed poor machining and difficult cleanup. This would cause excessive adhesive buildup and slinging from the labeling pallet. Operating with 25 percent downtime dedicated to cleanup of the labeler, the food retailer was not reaching its production number goals.

The labeling application required an adhesive ideal for various substrates (glass and PET plastic), multiple bottle sizes and more than one type of labeling machine. The adhesive solution also had to meet several objectives:

- Better release of larger labels from pallet due to their increased surface area
- Overall reduction of adhesive consumption
- Better machining
- Easier cleanup



Solution: RS Industrial was able to provide a unique adhesive not only formulated to adhere difficult-to-bond bottles, but one that allowed for clean machining and easy cleanup. RSI's technical service team conducted two on-site trials—one replicating standard labeling speed—and another running various combinations of labels and bottling materials to ensure adhesive performance. The product met all of the customer's objectives, leaving them most impressed by its ability to maintain easy cleanup and clean machining, while also providing maximum adhesion of labels to the bottles.

The newly implemented adhesive provided the customer with a significant reduction in overall consumption. Most notably, it reduced their downtime and enabled them to meet their production numbers. As an additional benefit, the “easy clean” nature of the product allowed for the bottles to be recycled after end use.

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