

MEDIA INFORMATION

S+P Samson GmbH at Wire & Tube 2008: High temperature labels for perfect logistics

Kissing, 17 January 2008 – New solutions for industrial identification in the areas of steel production and processing will be the main focus of S+P Samson GmbH (formerly Seidl + Partner GmbH) at the Wire & Tube exhibition in Düsseldorf, Germany from 31 March – 4 April 2008. Flexible in their use, either as a tag or a self-adhesive label, the barcodes on the S+P GRAPHIPLAST® labels provide efficient stock control and cost-saving logistics for the metal industry. This year's great innovation on the S+P stand (hall 12, stand 12C71) are high temperature labels: a new type of plastic material which enables the identification of hot coils or bundles up to 580 °C. The labels can be printed easily using conventional thermal transfer printers – with a direct connection to databases in ERP systems.

Up to now, high temperature identification and barcode were difficult to reconcile. Embossed metal tags or lasered metal labels only met the requirements in part. GRAPHIPLAST® 7377 combines the easy handling of plastic labels with a temperature resistance which is unrivalled for this type of product – up to 580 °C. The use of barcode-supported identification for warehouse management or despatch control is therefore possible throughout the whole process – even at the extremely high temperatures during production.

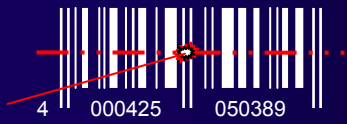
Modern identification solutions such as RFID also provide benefits for the metal industry. Radio identification has proven to be an ideal solution for areas where automatic capture of material movements is required. The ability to capture several data carriers on one data carrier has the potential to simplify data capture. S+P specialise in applications in metallic environments and will be showing RFID-based applications for warehouse and material flow management.

GRAPHIPLAST® tags and self-adhesive labels safeguard reliable identification for all types of products in the metal industry – from raw materials to the finished product. The impact of the weather in outdoor storage and extreme temperature fluctuations during transport: even under tough everyday conditions identification with S+P labels enables efficient stock control and logistics.

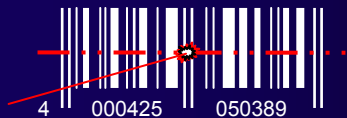
GRAPHIPLAST® data carriers can be processed on all common printing systems, such as thermal transfer, laser or dot-matrix printers. In addition, S+P Samson GmbH will be showing complete solutions on the basis of existing applications. This includes the ability to print S+P labels directly from SAP/ERP systems which is used successfully by leading companies in the industry such as ThyssenKrupp, ArcelorMittal and Gerdau.



31 March - 04 April 2008
Düsseldorf, Germany
www.wire.de
Hall 12, stand 12C71



Further information is available at www.sp-samson.com or on request.



Available images

The following image is available, print-ready, for downloading at:
<http://www.htcm.de/kk/seidlpartner>

S+P Samson GmbH

For 30 years, S+P Samson GmbH (until December 2008 the company was trading as Seidl + Partner GmbH) have been manufacturing robust plastic labels under the motto "Strong solutions for rough environmental conditions". GRAPHIPLAST® labels, renowned worldwide, are weather-resistant data carriers for temperatures to 480 °C which can be printed with conventional IT printing systems. This enables secure identification when booking goods into and out of stock as well as during the various processing steps.

S+P are also a system provider. Apart from data carriers, automatic labelling solutions, printing systems, barcode reading systems and RFID-based systems also form part of the comprehensive range of identification solutions.

Leading companies worldwide in the metal, automotive and drinks industries work with S+P. A comprehensive network of sales offices and agents ensures a speedy local service for customers.

S+P employ around 60 people and, in 2006, the turnover was Euro 14.2 million.

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