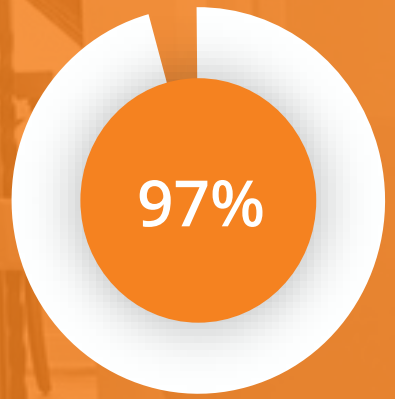
Customer Reported



Reduction in QC Failures Due to Labels

Downstream impact resulted in substantial savings on warranty and claims costs.

"...Bruno used to experience production delays while we waited for costly "rush" orders to arrive. DuraMark's state-of-the-art, on-demand variable data technology changed that..."

- Bruno Independent Living Aids, Communications

BRUNO + DuraMark Technologies

HOW BRUNO DROVE DOWN WARRANTY COSTS AND REDUCED ECN & QC ISSUES WITH KITTING AND VARIABLE DATA.

Compliance Improvements with Product Level Kitting and Variable Data

Bruno helps keep homes, vehicles and businesses friendly for people with mobility challenges. If a product gets out into the field with an incorrect or missing label, contracts with listing agencies require Bruno to have a Bruno employee go out into the field and correct the issue. This mandate was resulting in unwanted warranty costs as Bruno was experiencing first pass yield issues at the end of the production line, and units were also making it into the field, leading to additional expenses.

Variable data is also a critical piece to Bruno's business. The data supports the vin/serial numbers on products and is a driver for both customer tracking and complaint systems tracking. Existing variable data at Bruno was inconsistent and was costing the company 100s of man hours to flush out the issue and get it resolved.

Bruno was looking for a way to error proof the production line as they could have up to 12+ different label sources in various quantities that were hard to manage or consume inventory for engineering change notices (ECNs).

In partnering with DuraMark, Bruno made the switch on an initial product line to product specific label kits and started to leverage our best-in-class variable data management / printing capabilities. This allowed for maximum flexibility within kits, a better label application instruction and resolved data integrity issues.

Even though the switch to label kits was more costly up front, the downstream impact on the number of units getting out in the field with errors was reduced so dramatically, the improvements were quickly rolled out to each of their other production lines.