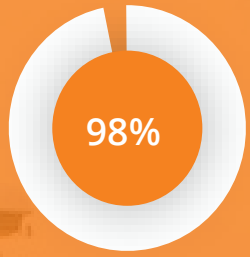


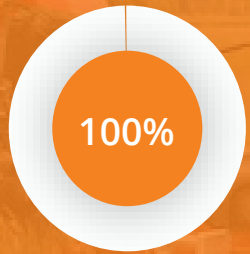
Customer Reported



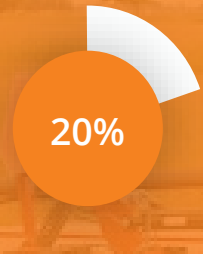
Reduction in Obsolete Labels



Reduction in On-Hand Inventory



Eliminated Line Downtime for Missing Labels



Hard Cost Savings

“DuraMark has helped us bring in LEAN manufacturing principals by designing decal kits we can use efficiently on the line. Instructional, warning and branding labels are included. These kits have helped our manufacturing process with the label placed – in order – of how they’re applied on the line.”

– RhinoAG, Operations



DuraMark Technologies

HOW RHINOAG MET DEMAND FOR ANNUALLY CHANGING MODEL LINE-UPS AND ECNs ON EXISTING PRODUCT

Maximum Flexibility with On-Demand Labels

Rhino products are sold throughout the world and are well respected for their dependability and performance. The product line includes rotary and flail mowers and cutters, rear blades, posthole diggers, pasture renovators, tillers, disc mowers, and box blades.

As RhinoAG and DuraMark progressed through the impact analysis, what was uncovered was the need for on-the-fly changes to any of RhinoAG’s 27 models of commercial mowing equipment, as well as annual updates to all models due to lineup changes each year.

Their reliance on screen-printed decals meant changes were costly and time consuming, neither of which could support their existing business model which was leading to production down-time and inventory issues and previous suppliers were using vinyl which was causing major quality issues.

After onboarding with DuraMark’s dedicated transition team to a streamlined process, DuraMark was able to take new or updated drawings and have decals to RhinoAG in less than a week. This allowed for producing labels in a just-in-time fashion to support any annual or ECN update to any of the 27 models in production. To further improve production and generate savings, DuraMark helped RhinoAG implement in-line product specific decal kit sheets resulting in more efficient printing and elimination of downtime because of missing labels.