



**NEW** FOR 2021



## Three Methods of Label Application

1318 Quaker Circle  
Salem, OH 44460  
(330) 332-1800  
info@ctmint.com



[CTMlabelingsystems.com](http://CTMlabelingsystems.com)

The 360A Series Labeling System is one of the best labeling systems you can purchase for your operations. But before you buy, it's important to understand the three methods of label application: **merge, air-blow, and tamp.**

Each method has its own unique way of applying labels to products, along with its own benefits to offer! Remember to take speed, orientation, and the space that the labels have to be applied into consideration (along with the types of products that your company works with and where the labels are placed). This important information will ultimately determine the type of application that is best for you.

## AN OVERVIEW OF THE 360A SERIES LABEL APPLICATOR



Before you decide on the type of application, it's important to understand the labeling system itself. At CTM Labeling, our **360A Series Label Applicator** is a versatile labeling system that can be easily integrated into a variety of processes due to its ability to be configured as a merge, air-blow, or tamp applicator. Its versatility also includes the ability to switch to the opposite hand in a short amount of time with few or zero parts to change. (a.k.a. You don't need separate machines for left- and right-hand usage.) Plus, onsite software revisions and upgrades are simple with the 360A, aiding in product control.

Versatility is the hallmark of the 360A. Its ability to simultaneously manage up to five different tasks allows your staff to easily control variables during use, and operators can take full advantage of the versatile nature of this label applicator by educating themselves on the different methods of application. Each method of application includes stepper drive technology to improve workload, and each drive is programmable, allowing you to set it to dispense up to 3,000 inches per minute.

Not only is the 360A Series versatile in application method, but it allows for varying label sizes, as well. The width is adjustable based on the width of the label, including 5 inches, 7.5 inches, or 10 inches, and can work for you no matter where the label is being applied, the size of the label, or the speed at which it needs to be applied.

## VALUE IN VERSATILITY: WHY THREE TYPES OF APPLICATION METHODS?

**CTM Labeling Systems** understands that investing in a label applicator is an important purchase for your organization because it will become an integral part of the functionality of your workplace. For this reason, we've made the 360A as versatile as possible, which, in turn, means added value for your company!

When you purchase a 360A Series Label Applicator, you receive a core unit that can be modified to apply labels using any application method: merge, air-blow, and tamp. This flexibility allows you to adjust application methods without having to make another expensive investment on a new unit (which, in turn, means that your company can implement different types of projects with one core unit). It just makes sense!

If your company purchases a core unit intending to only use one application, but then expands to take on other projects that use a different application method, then you can rest assured knowing that your business investment will adapt...You won't need an entirely new machine to meet the demands. Simply replace your merge application with the air-blow, tamp, or vice-versa, and a new range of possibilities is available at your fingertips.





# THE THREE METHODS OF APPLICATION: MERGE, AIR-BLOW, AND TAMP

## Option 1: Merge Application

Merge application is also commonly referred to as “wipe-on application.”

This type of option is capable of matching the speed of your conveyor in order to “merge” or “wipe on” the label to the product as it travels past. But, merge’s easy adaptability doesn’t stop there. This application method can be used from either the left- or right-hand side, with just a simple conversion – no new parts are needed.

Merge application is commonly used on bottles of various sizes, like the ones used for oil or syrup. A merge applicator has the ability to apply labels on the top, bottom, or sides of the container as long as the product is positioned in the correct orientation and the conveyor is moving at a speed matching the setting on the applicator.

## Option 2: Air-Blow Application

The air-blow applicator, unlike the merge applicator, does not make direct contact with the product. Instead, it uses a burst of air to apply the label, allowing the user to position the applicator to adhere a label in any orientation on the bottle.

With the air-blow method, the options for label orientation are endless. Workers can choose which angle and position to place the applicator in order to determine how the label will be placed, and an air-blow applicator does not need to match the speed of the conveyor (like the merge applicator does). You can adjust the speed to meet your needs and can even apply labels at a higher rate than the speed of the conveyer!

This applicator gives your business the freedom to apply labels in the opposite feed direction, parallel to the product, perpendicular to the product, or even at a 45-degree angle. Whatever positioning and speed your product requires, the air-blow applicator can accommodate. Due to this flexibility, the air-blow applicator can apply labels to the top, bottom, or sides of your product.

## Option 3: Tamp Application

Tamp application is similar to the air-blown option in that there is no direct contact between the applicator and the product. Unlike air-blow application, though, the tamp applicator comes equipped with an air cylinder that allows for a longer distance between the applicator and the spot where the label is being applied. (For example, if you need to reach between a set of guide rails or label the side of a pallet, the tamp allows you to apply with ease.)

To accommodate for this greater distance, each label size requires a specific vacuum pad that matches the label size. With the tamp applicator, you can place your labels on the top, bottom, sides, or from any angle to meet your requirements. However, it’s important to talk with your sales support staff member to discuss which tamp applicator will meet your needs. For example, you may require a swing-arm tamp, a dual-action tamp, or a corner-wrap tamp applicator (i.e. an applicator that can swing out to label the leading side of a product, label two different sides of a product, or wrap around the corner of an item).

# OPTIMIZE PRODUCTIVITY AND MINIMIZE DOWNTIME

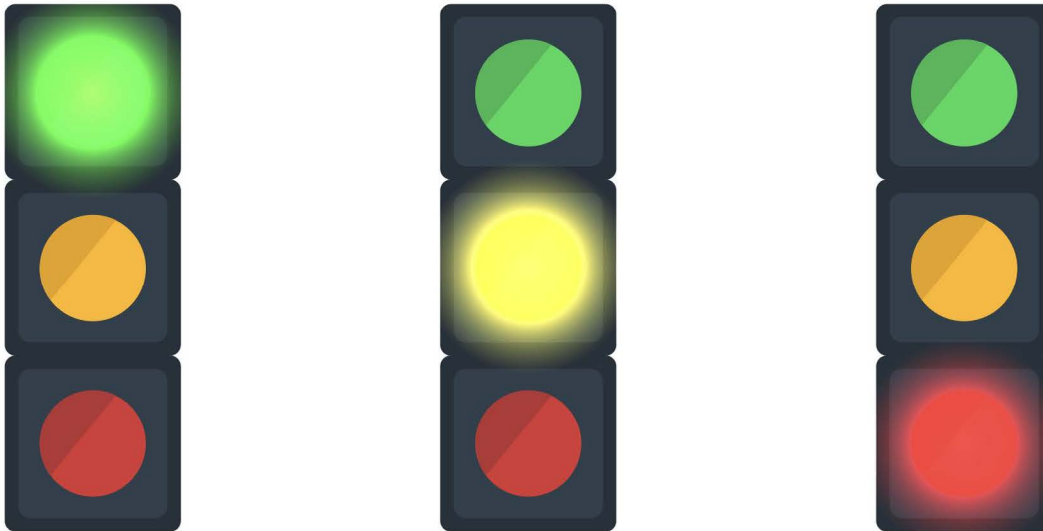
Automatic machines save a lot of time and energy and can allow workers to focus on other tasks while the machine is running. However, if something goes wrong, it can take longer for workers to realize the issue if they aren't near the conveyor. For that reason, we offer several dependable solutions.

## Triple Light Alarm Stack

The three-light alarm stack uses three bright lights to display the labeler's status.

When the green light is on, machine operators know that the machine is ready and operating properly. The yellow light is a caution signal that shows an issue may be on the horizon. (This warning allows operators to check and fix any problems before they cause machine downtime.) The red light signals that the machine has stopped and includes an optional audible alarm.

Having the three differing lights and an optional alarm allows workers to quickly know whether or not the machine needs attention and potentially fix an issue before downtime occurs.



## End of Web Sensor

Another way to optimize productivity is to implement our optional End of Web detection. This function stops the labeler as soon as labels run out. Without this function in place, an automatic labeler may keep running without applying labels. With the End of Web Sensor, however, the machine will stop, which greatly reduces the amount of resources that could be wasted as a result of a machine running without labels being applied.

Similar to the Triple Light Alarm Stack, this feature helps reduce downtime for the machine. If an automatic machine stops, the worker knows to investigate and will see that labels need to be restocked. If the machine were to keep running, it is less likely that a worker would notice right away, and your branding could suffer.

## IMPORTANT QUESTIONS TO DISCUSS BEFORE BUYING

A reputable sales professional who understands their products will know the questions to ask about your site, the projects that your operations are trying to address, and the products you produce in order to determine exactly which type of applicator will meet your needs.

First, you and your sales support staff should consider the speed at which you need the label applicator to work. If your product runs on a conveyor belt that can be adjusted to match the speed of the label applicator exactly, then the merge application may be an appropriate choice. However, if you don't want to factor speed matching into your labeling process's equation, then an air-blow or a tamp application will work best for your organization.

Next, discuss the specific dimensions of the products that you commonly label. For instance, if you primarily label round products, your needs might be met with a merge applicator. However, if some of the products you label include a concave area or depression (such as a lid on a jar), then air-blow or tamp application may be the best choice to accommodate those types of products.

Of course, the questions you address with your sales support staff member will go beyond the three applications. You will also need to consider the environment. (Is your plant dirty or dusty? Does the space get extremely hot or cold?) Extreme situations may require a special enclosure for your equipment.

Make sure all factors are considered – **CTM's sales team conducts a comprehensive site survey** before manufacturing your equipment. This way, you can work with professionals to determine not only which type of applicator is best for your business, but also which factors unique to your worksite should be considered when building out your labeling system.

### ASK YOURSELF:



**WHAT SPEED DO I NEED?**



**WHAT ARE THE DIMENSIONS OF MY PRODUCT?**



**WHAT IS MY LABELING ENVIRONMENT LIKE?**



## Action Plan for Labeling Success

Knowing the difference between merge, air-blow, and tamp applicators, you have a better understanding of the versatility of CTM's options for labeling systems and how to make your decision based on your business and customers. Our labeling systems can be customized to meet your specific needs exactly!

### ▶ Request a Consultation Today

Discover how we can create a labeling system unique to your business. Our sales support members will be happy to answer your questions (and find the products that will work best for your workplace).



#### Meet Our Director of Sales and Marketing

Ed Schneider is the Director of Sales and Marketing for CTM Labeling Systems, a leading manufacturer of pressure-sensitive labeling systems located in Salem, Ohio. He has held this role for over 15 years.

Before joining the team at CTM, Ed spent 22 years with a major plumbing manufacturer in Salem, Ohio where he held various positions during his professional development, ultimately holding the position of plant manager for 7 years before his departure and current position at CTM. Ed earned his bachelor's degree in business management from Malone University in Canton, Ohio, and currently resides in Columbiana, Ohio with his wife, Cindy.