

RSI Array Print System with Hewlett-Packard Inkjet Technology Helps Fast Tag Launch New Product for Hospitality Industry



Flexible numbering system facilitates custom designed, multi-part luggage tag.



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Picture a family arriving early at a four star hotel and checking their bags with the bellman. Instead of having to keep track of several baggage claim stubs, thanks to the new MultiTag developed by the Fast Tag Division of Beekley Corporation, guests need only deal with a single stub for as many as five items. Each MultiTag provides a stub and individual cohesive tags to be wrapped around luggage handles—all with corresponding, crisply-printed, easy-to-read numbers.

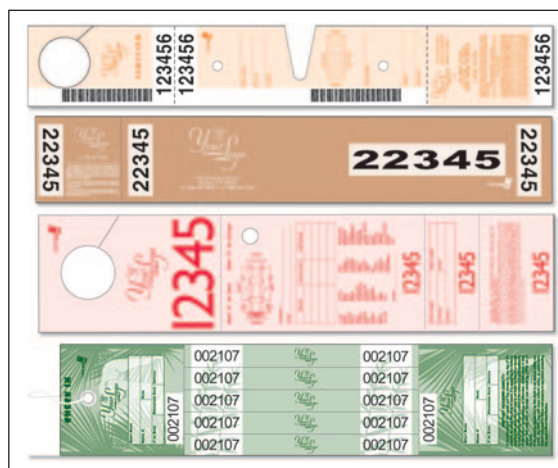
MultiTags are popular with high-end venues including golf courses and valet parking systems intent on building their brand image. The custom-printed tags are manufactured by Fast Tag using the RSI Print System's Array Print System that takes full advantage of Hewlett-Packard thermal inkjet technology.

In the past, numbering was done by an expensive mechanical contact printer as the tags came off a web printing press. Fast Tag realized that much greater marking flexibility and numbering capacity were needed to maximize the value of the tags to their customers.

Although a competing piezo inkjet system with a "durable" print head was also considered, Fast Tag selected the RSI and HP solution.

Glue from the label stock can get on the web and production managers were concerned about the high

cost of cleaning or replacing the \$4000 piezo print head if this should happen. If glue gets on the RSI system, the low-cost, snap-in HP cartridges with integral ink nozzles can easily be changed out. Fast Tag management also considered that the HP cartridge system has virtually no moving parts and would be maintenance-free compared to the piezo printer.



RSI's Array Print System uses HP cartridges to print clean, solid numbers and bar codes on custom-printed tags.

Included in the control system is RSI's Windows XP-based Array Software.

"Being able to input variable data, or have it feed from a database, makes the system easily changeable to fit specific customer needs," said Paul Critchley, Fast Tag engineering team leader. "In the Fast Tag

Division, we earn our customers through our ability to customize our products to help them brand their businesses. The RSI system we installed helps us to do just that."

The RSI Array Print System prints on the 11 in. wide web of 100 lb. tag stock downstream from the press. It incorporates three print heads which can each print two inches wide. Each head contains four 1/2 in. HP cartridges.

"Fast Tag expressed an interest in future upgrades to expand print capability," notes Jim Constantine, eastern regional manager for RSI. "With our system they can easily add an additional 1/2 in. to 10 in. of print as needed. Such a seamless upgrade is only made possible by the flexibility of our software and the versatility of our printhead configurations."

The HP cartridges print clean, solid numbers and bar codes and the HP inks provide a high-density black that was important to Fast Tag. Printing in other desirable colors, including red, can be done simply by changing cartridges.

RSI Print Systems manufactures industrial print systems based upon Hewlett-Packard inkjet technology for markets that include web applications, secondary packaging, harsh environments, Kraft bags and building materials.

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