

Improving Label Processes for Medical Device Manufacturer

CHALLENGE

A medical device manufacturer was burdened with high label costs because of their costly process of printing and applying four variable data labels to one part. They used thermal transfer printers, which they knew was not the best solution, but they didn't have the knowledge of a better option. The process caused a labor concern because of applying multiple labels to the same packaging. Ultimately, they needed an easier process, but didn't know the best way to proceed.

The medical device manufacturer was also challenged with meeting several stringent requirements for UL and CSA. The manufacturer looked internally to fix the problem, but quickly realized that they needed external help to find a more efficient and cost-effective label solution and process.

SOLUTION

The manufacturer worked with Liberty Marking (Liberty) on shipping label needs, so asked Liberty to review and provide a solution for the new need. Liberty reviewed the manufacturer's processes and quickly uncovered the source of the time-consuming and labor-intensive processes. Liberty offered a solution that reduced cost and labor by combining four labels into one that also met the UL and CSA requirements. For these reasons, the medical device manufacturer chose Liberty for the new project.

Liberty showed the manufacturer different options for materials and how the label would ultimately look. The manufacturer chose Liberty #44, a Silver polyester with a Clear Lamination. Learn more here: <https://www.libertymarking.com/wp-content/uploads/2021/07/silverpolyesterwithlamine-445.pdf>

SITUATION AT A GLANCE

- A medical device manufacturer recognized the need to improve a variable data label process that needed to also meet stringent regulations
- The manufacturer looked externally for a label partner who could provide the right solution
- Liberty Marking (Liberty) provided a flexible, efficient, and cost-effective solution that met the stringent requirements
- To implement the solution, Liberty collaborated closely with the manufacturer to ensure the process was smooth and the result met all of the criteria
- The more efficient process was implemented, and new labels were printed and completed within three weeks

APPROACH

Liberty started the project by reviewing the labor-intensive process of applying the four labels. Liberty reviewed the application with the manufacturer's engineering team and packaging teams to adjust and finalize it. They also reviewed the process of combining labels and providing all the required documentation for UL and CSA regulations.

The Liberty team walked the manufacturer through every step of the process, helping to educate the engineering team on the new application. They enabled a seamless transition by providing drawing and artwork assistance.

Liberty worked closely with the production team to not only learn what would work best for the customer, but also provide a feasible option. The Liberty purchasing department was part of the process in order to deliver cost savings. Liberty maintained regular communication to ensure all timelines were met- even during the year of COVID-19.

To ensure the labels ran as expected, Liberty provided prototype labels and artwork mockups. They provided all approval documents within one business day to expedite the process. Once the approvals were finalized, the labels were printed and completed within three weeks.

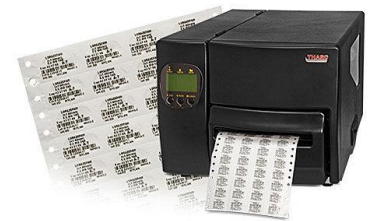
RESULTS

In the end, Liberty delivered a flexible, cost effective and efficient process for printing variable data labels. With the solution, the manufacturer now avoids constant label changes, has increased efficiency, and even reduced the number of thermal transfer printers within their facility by half. The new equipment requires less time for maintenance, which frees up labor.

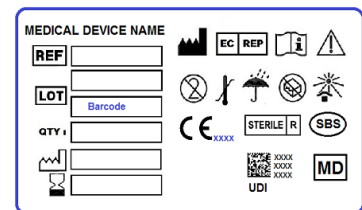
The manufacturer's engineering manager stated, "We truly believed that the change would never happen because of all the regulations and drawings that needed to be created, but Liberty Marking made it a seamless process that helped us save money."

PROJECT HIGHLIGHTS

- The manufacturer chose Liberty #44, a silver polyester with a Clear Lamination. Learn more [here](#).



Label Printer



Medical Device Label



Safety Marks



Silver Polyester Label

513-246-321

Khardin@libertymarking.com