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--photography available--

ICONOTECH CASE PRINTERS BOOST GREEN SCORES AND SAVINGS

At Pack Expo, November 9 – 13, 2008 at Chicago's McCormick Place, Booth S-3033

CLINTON, CT (July, 2008) – Iconotech, a manufacturer of corrugated case printers, will demonstrate the cost and environmental benefits of its case printing equipment at Pack Expo, 2008, Chicago's McCormick Place, November 9-13 booth # S-3033.

Iconotech equipment captures substantial cost reduction and sustainability benefits through the purchase of generic, unprinted corrugated shipping cases for in-house generic case printing programs. Having successfully documented its sustainability claims to Wal-Mart's requirements, Iconotech was chosen to demonstrate the sustainability benefits of its case printing program to Wal-Mart vendors and buyers at their third Sustainability Packaging Exposition in April, 2008. Wal-Mart will be giving the special keynote address during PACK EXPO International 2008: "Keeping Score: How Wal-Mart and its Suppliers Continue to Advance Packaging Change, Innovation and Sustainability."

Purchasing generic cases, instead of pre-printed sku's, and printing them on-demand in-house, allows manufacturers to take advantage of better pricing options and eliminates scrap, obsolescence and expensive printing plates. It also frees up inventory space and vastly simplifies purchasing. According to Iconotech's cost saving formula, a company buying 10 million cases annually in batches of 5,000 pre-printed cases saves 1.8 cents per case or \$180,000 per year by doubling batch purchases to 10,000 unprinted cases. Since generic cases never become obsolete, remaining cases are never scrapped, boosting savings and sustainability scores even further.

With Iconotech case printers these savings are possible without sacrificing the two key advantages of pre-print: print quality and the flexibility of large print area. At 200 dpi print resolution, even fine-line graphics and bar codes print very precisely despite the irregularities of the corrugated substrate, and, Iconotech ink contains no toxic chemicals and no solvents are required for clean up.

A generic case printing program provides substantial savings in inventory, as well. In the above example, consolidating 600 SKUs of pre-printed cases with an inventory of 2,500 cases per SKU into 30 common case sizes with an inventory of 10,000 cases per size reduces warehouse space requirements by 80 percent. That's space that can be put back into productive use. In addition, inventory carries an internal cost to a company. An inventory of 750,000 preprinted cases, at 59.2 cents per case, equals \$444,000 in inventory. Assuming a three percent carrying cost, that inventory costs \$13,320 per year to store. A comparable generic inventory of 150,000 cases at 53.4 cents per case costs \$80,100 and the same three percent carrying cost yields an annual cost of \$2,403.



Reduced inventory also can mean less work in the warehouse and improved safety. As space is freed up, movement of personnel through the storage area is improved, and unsafe stacking heights can be eliminated.

Iconotech's equipment prints shipping cases, wraparounds, die cuts, and multi-wall kraft bags. Iconotech case printers are made in the USA. Headquartered in Clinton, Connecticut, Iconotech is recognized as a leader in case printing solutions for the secondary packaging market. For more information, please contact Linda Bertelsen, Iconotech, P. O. Box 918, One Heritage Park Road, Clinton, CT, 06413, call 800.521.0194; fax 860.669.5109; e-mail lbertelsen@iconotech.com, or visit their web site at www.iconotech.com. ###