

BARSTROM



CROSS GRAPHICS LIMITED

NEW FROM CROSS GRAPHICS

### BARSTROM Labelling systems



CREATE ADDITIONAL ADVERTISING REVENUE ON YOUR PRODUCTS

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## Why is front page labelling of interest to the newspaper?

It attracts new advertisers to the newspaper. Such advertisers normally use other media, like direct mail, TV, radio, and the Internet for their advertising. So, front page labelling brings a significant new revenue stream to the newspaper. Typically, 85% of the revenue generated by front page labelling programs is **new revenue**.

## How much new revenue?

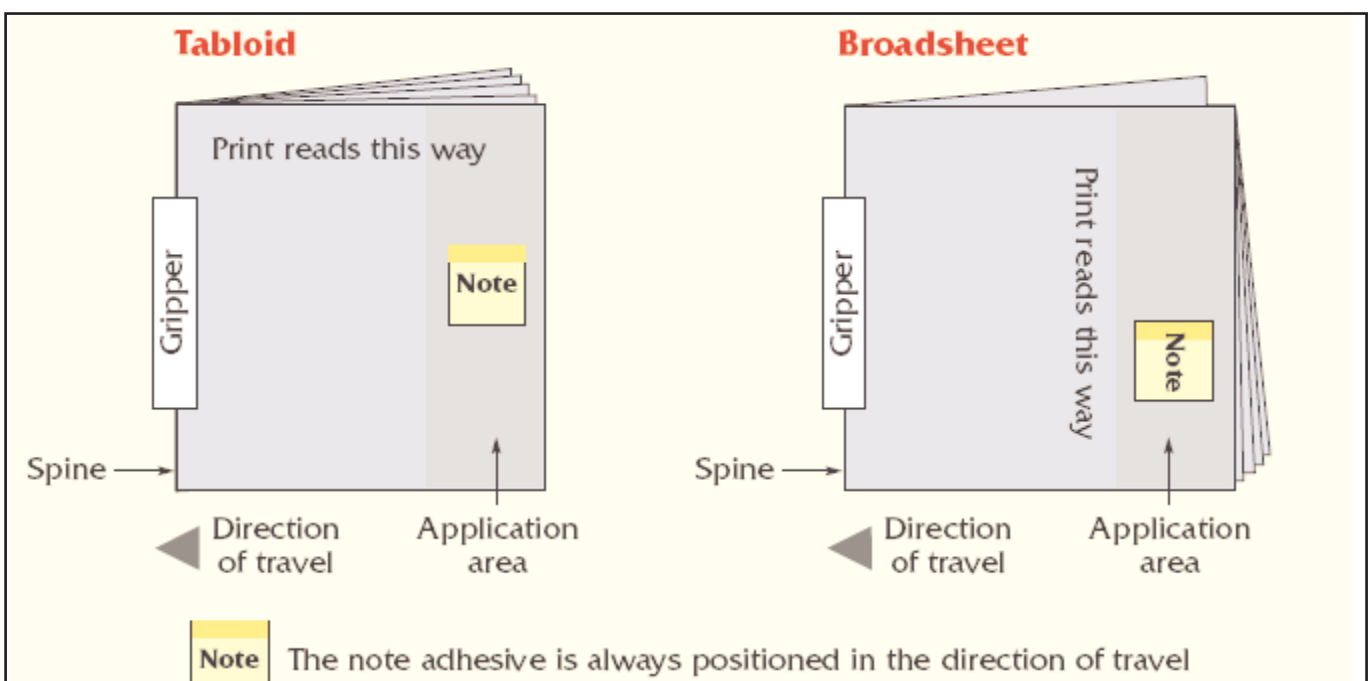
New revenue can be very significant. Typically, a newspaper marks up the labels 2-4 times cost. For example, if the labels cost £12 per thousand, the newspaper might sell them to the advertiser for £48 per thousand. If the newspaper's circulation is 100,000 daily, and they label the full circulation 3 times monthly, their monthly profit from a labelling program is euros 18,000. Investment in labelling equipment is quickly paid back. In the US, newspapers have typically paid back their investment in labelling equipment in 6 months or less.

## Does labelling interfere with production of the newspaper?

No. Labellers keep up with full press speeds of 70,000/Hour. Labels are supplied on fan folded liner in boxes of about 12,000 labels. The liner is spliced from box-to-box so that the labels can be applied nonstop.

## Where are the labellers installed?

Labellers are installed in gripper, belt, or wire conveying, in press and inserter lines. Labels are normally applied from below the product stream. The labellers are highly portable and can be moved from line-to-line in a matter of minutes. Where on the newspaper are the labels applied?





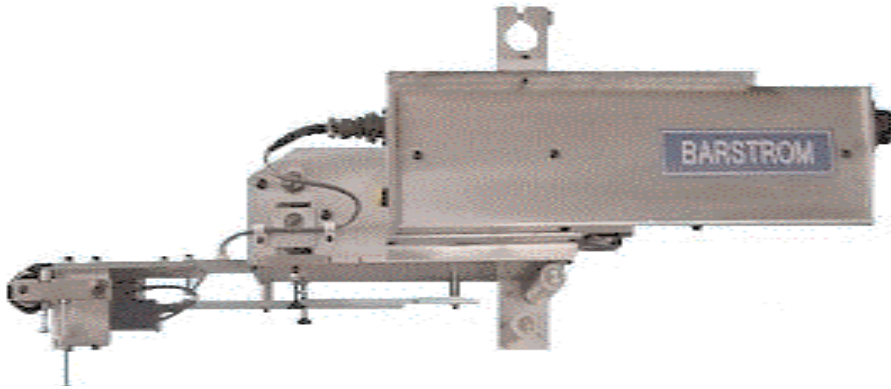
- Add valuable advertising revenue to your products, without stopping production.
- Installs in belt, wire, and grippers to press and inserter lines
- Labelling from above or below the product stream
- Fixed, portable, & semi-portable configurations
- Compact 720 square inch footprint & modular flexibility
- Shaft-driven encoder & manual back-up
- Economical installation & training
- Affordable investment
- Barstrom's proven, stable, reliable design
- Fast Payback

- Simple operation – drop-down labeling head & only 2 operator adjustments
- Low-cost operation - low maintenance - 2-year parts warranty
- Features – compact, modular, simple, reliable, multi-use
- Designed for growth and evolution
- 6 Installation Configurations
- Fixed
- Portable
- Semi-portable
- Labelling from above the product stream
- Labelling from below the product stream



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# BARSTROM SN 2000 LABELLING SYSTEM



## Features Include

- Microprocessor controlled with the latest Allen Bradley technology.
- Software is easily upgraded to suit your application.
- New Fibre Optic Sensor with "self teaching" capabilities.
- Internal encoders and high torque gear head motors for high accuracy without the high cost and maintenance of stepper motors.
- Fast change over. (Less than 1 minute to change to any size label).
- Widest label applicator on the market. (Up to 124mm).
- High-Speed waste removal. Chipper / Shredder or Rewinder.
- Available for FIXED, PORTABLE or TOP labelling on belt or gripper conveyors.
- Multi Task capabilities. (Mailing, Self Promotional, Removable Advertising, Complimentary).
- Optional Postal Code Sorting for direct mail can be added at any time.
- Exclusive 2 Year Warranty.

For further information contact:



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