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SINCLAIR SYSTEMS LAUNCHES VARIABLE PRINT SYSTEM

Fresno, CA, Sept 18, 2009 - After four years of development and a significant investment in emerging laser technology, Sinclair is unveiling its cutting edge variable print system that is expected to re-shape the future of produce labeling. This variable print system is geared to packer/shippers looking to reduce inventory costs by stocking fewer multiple label designs, replacing them with an "imprintable" version whereby variable data is printed onto the label during application. The system prints DataBar codes, PLUs, Lot numbers, brand--- any combination of images or data that uniquely identifies attributes associated with loose fruit.

President and CEO, Bill Hallier explains, "The truly unique advantage of lasering directly onto the label is that there is no consumable like a print cartridge or ribbon,--- and the print is a clean, sharp image comprised of data the label operator inputs. This is the level of innovation and quality the industry has come to expect from Sinclair."

Another important feature of the Sinclair Variable Print System is its bolt-on technology. Each variable print module simply bolts directly onto existing proven Sinclair RM6 applicators. "Pairing the laser modules with our existing RM6 equipment means our customers have virtually no downtime when converting from conventional Sinclair labeling equipment to our variable print system. Of course this state-of-the-art system is supported by our global team of technical service experts," Hallier adds.

While the industry begins implementing the PTI (Produce Traceability Initiative) which addresses traceability at the case-level, the Sinclair VPS provides true variable print flexibility should the industry ever seriously consider traceability at the item-level. However, the true, tangible benefits of Sinclair VPS are the savings from reducing multiple label inventories and improved flexibility in the packinghouse. The ability to manage fewer label references and to stock fewer designs is potentially a huge benefit to packer/shippers.

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The Sinclair Variable Print System will be running in the Sinclair booth #2322 during the upcoming Fresh Summit show in Anaheim, CA. Everyone is invited to come by and participate in an interactive demonstration of its capabilities and its state-of-the-art variable print technology.

Sinclair manufactures micro thin polyethylene produce labels that are food-safe and FDA and EU compliant. The unique Sinclair Tab-Lift™ feature allows fruit labels to be removed quickly and easily--- and all in one piece.

For more information contact Kelly Kirschner, Senior Marketing Manager.

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