

# Application Study

## PLACEMENT OF AN AUTOMOTIVE BRAKE FLUID RESERVOIR WARNING LABEL



### TASK

Assemble an adhesive label onto a vehicle's brake fluid reservoir.

### CHALLENGES

- The label must be placed accurately into a recessed area on the plastic container.
- The label's adhesive is extremely aggressive to prevent removal.
- Production takes place in a country with low labor costs and minimal technical expertise.

### SOLUTION

- Model 1515
- Bench top configuration for semi-automatic operation
- Customized low durometer chuck
- Customized nest

### FEATURES & BENEFITS

- The model 1515 is a compact, cost-effective solution meeting the customer's tolerance requirements of +/- .008 inches.
- AccuPlace's peeling technology allows for consistent peeling of the label.
- The customized low durometer chuck compresses during placement and ensures thorough adhesion to the container.
- The bench top platform consisting of a base with feet, built-in power supply, and 2-hand control provides a simple cost-effective solution that captures the quality benefits of automation.

