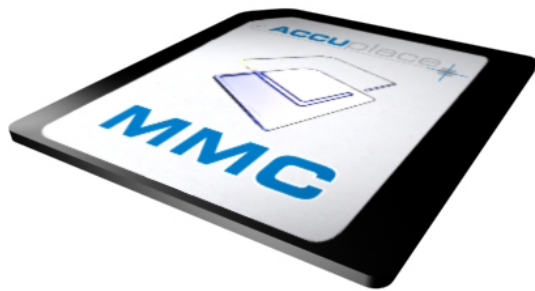


## LABELING A MULTI-MEDIA CARD



### TASK

Assemble a product label bubble-free onto a multi-media card (MMC).

### CHALLENGES

- The label must be placed bubble-free on a surface with a depression in the middle.
- Easy changeover between labels is demanded.
- The label must visually align in the middle of a tight recess in the lid.
- The manufacturing location is in a low-tech region with minimal labor associated costs.

### SOLUTION

- Model 1515
- Customized bubble-free chuck
- Customized nest with integrated safety shield and part detection sensor
- Rewind reel
- Bench top configuration for semi-automatic operation

### BENEFITS

- 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 benefits of automation with low cost labor.
- The nest with part detection sensor allows for a 2-3 second operation because the operator does not need to let go of the MMC card to activate the machine—simply inserting the card fully into the nest triggers the cycle.

