

## Application Brief

# Block Out Labeling



### Industry:

Retail  
Logistics  
Consumer Goods  
Healthcare

### Products:

Duratron II Block Out Paper Label  
Duratherm III Block Out Paper Label  
PM43  
PC43

### Region:

North America

### Typical Cover-Up Applications:

- Documents/Packaging
- Shipping labels
- Prescription bottle labels
- Pricing information
- Instruction labels
- Bar code labels
- Product labels

### Customer Benefits:

- Reduced consumable costs by reusing packaging
- Increased productivity – no need to remove existing labels
- Corrected printed errors without scrapping product
- Reduced total cost of ownership with free printhead replacement program when Intermec media and printers are used together

### Industry Need

Labels are commonly used to convey important information about the products they mark. However, an important element of labeling has become more prevalent: concealing inaccurate or out-of-date information previously in place. These kinds of labels can clearly communicate changed pricing without drawing customer attention, or may enable use of re-tasked or inaccurate packaging. Intermec's specially designed Duratron and Duratherm Block Out labels provide this important function, reducing costs and improving efficiency.

#### • Retail/Price Markdowns

When retail items need to be price-adjusted or product information must be modified, relabeling with a material that obscures the original information saves time and maintains the integrity of the original packaging.

#### • Pharmacy/Unit Level Dose

On prescription items, labels are commonly applied over original packaging for distribution to the customer/patient. It is often important that the original printing does not show through. For reliable retail barcode scanning, it is critical to eliminate interference from underlying codes.

#### • Warehouse/Logistics

In shipping and receiving operations, labels are sometimes applied to materials that frequently go through multiple use cycles. Shipping containers arriving in a facility can be reused to send materials to another facility by applying a new label over the existing label on the container. Previous information must not be visible through the newly applied label, especially in automated handling systems where it could interfere with routing of the container or carton.

### Intermec Solution

Duratron and Duratherm Block Out labels fully conceal incorrect or revised information and can help protect confidential printed information. An opaque coating, applied to the underside of the label, ensures that information underneath the label does not show through; bright face stocks ensure excellent reflectance for bar code scanning. Aggressive adhesives are formulated to provide excellent adhesion to common application surfaces.

### Products

Duratron II Block Out Thermal Transfer Paper Label  
Duratherm III Block Out Direct Thermal Paper Label

### Ribbon Recommendation

TMX1000 series wax  
TMX2000 series mid-range

**Intermec**  
Printers & Media

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## Printer Recommendation

PM43 Mid Range Printer [Profile](#) (high volume applications)

- **Ready** – *Fastest to deploy. Seamlessly fits any environment.*
  - Large color multi-lingual tamper proof touch-screen or icon user interface
  - No touch configuration capabilities
  - Only CCX & WiFi certified fixed printers with standard IPv6 implementation
- **Reliable** – *Maximize uptime. Built from 40 years of printing innovations. 3rd generation platform.*
  - Precision Print for consistent bar code printing with pin point accuracy
  - Multilingual Web page loaded on every printer ensures easy device monitoring
  - Strong metal structure with metal door that can be locked for media protection
- **Perform** – *Keeps you informed & productive*
  - Fastest throughput in its class
  - Powerful programmable capability with ability to directly connect peripherals
  - Most connectivity options in the market

PC43 Desktop Printer [Profile](#) (low to moderate volume applications)

- **Intuitive** – *Easiest to Install & Use*
  - Multi-language LCD or universal icon user interface provide status updates increasing uptime
  - Available with a half-inch or one-inch ribbon core maximizing time between roll changes for greater productivity
  - One hand media loading and reloading for trouble-free use
- **Flexible** – *Fits your business today & tomorrow*
  - All leading command languages standard enabling seamless configuration
  - User installable upgrades for network connectivity options and accessories provides long term confidence
  - Modular IT-friendly design speeds up deployment and support, especially in networked and wireless environments
- **Smart** – *Keeps you informed & productive*
  - Remote status and updates with Intermec tools ensures less interruptions
  - Programmable and the ability to directly add a keyboard or scale enables application customization, simplifies labeling processes and can eliminate costly hardware

## The Intermec Advantage

For blackout labeling to deliver maximum efficiency and reduced costs, components of the labeling system must work together with minimal user intervention. Intermec printers and media are optimized to deliver superior performance when used together. Our rigorous



testing and co-engineering ensures consistently high print quality, proven label performance in demanding real-world environments, and maximum print head service life for reduced downtime.

Intermec printers and media are complemented by our complete line of integrated solutions and services, including rugged mobile computers, RFID systems and advanced scanning technology. Intermec products and services are used by customers worldwide to improve the productivity, quality and responsiveness of their business operations.

## Printhead Replacement Program

Intermec will provide no cost replacement printheads, as failures occur due to normal wear and tear, to those customers who use Intermec Media Products exclusively with their Intermec direct thermal and thermal transfer printers. For full details, click [here](#).

## For more information

Contact Intermec for more information on reduced costs and improved efficiency via block out labeling in your enterprise.

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