

Boehm, Wal-Mart, U.S. military implement RFID

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RFID (radio frequency identification) has been around for decades, but only recently has it been making news. That's because RFID labels were technologically challenging to produce. Now the technology is being adapted to automate the supply chain, and Boehm Inc. has it.

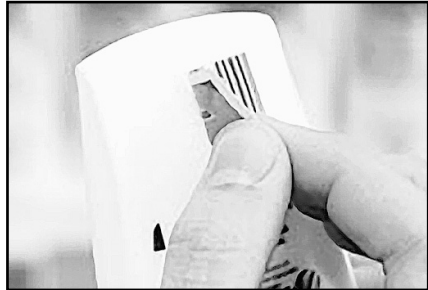
This means Boehm's customers can move into the "smart" supply chain already occupied by giants such as Wal-Mart and mandated by the Department of Defense.

Boehm is the label specialist that already has moved to the next level of visual communications. The company operates technologically advanced eight-color label presses that can run up to a 200 line screen image on a variety of substrates for high-volume applications. Digital capability means extra fast turnaround for high-mix low-volume labels.

Boehm can meet the needs for short- and long-run labels with its flexo label capabilities.

It's the company's printed bar codes that have won Boehm the most customers. In a blind scan test, Wendy's International selected Boehm's carton-level bar-code label for a major product line. Boehm's printed bar codes were selected because the scan rates demonstrated the highest quality brand printing and bar-code scanning consistency.

Because the U.S. Postal Service and major shipping companies grade their codes from A to F, Boehm implemented the Verification Procedure to measure print growth and scan quality.



If your company is working to build its brand with attractive multicolor labels found on your products and looking to make your supply and distribution chain "smarter," Boehm Inc. should be your supplier of labels and label applications. Boehm specializes in visual communications from digital to flexo and screen label printing, RFID, bar codes, film, tags, statics, UL, thermal transfers, numbered, overlamination, piggybacks, sheeted and roll, and eight colors and die cutting in line. Boehm offers complete branding solutions with a talented graphics design team to enhance your company's market identity. For more information, call (614) 875-9010 or visit www.boehminc.com. Boehm is a 100 percent employee-owned company.

Boehm was one of the first companies of its size to implement an ISO 9001:2000 quality system.

Boehm sells and services Videojet's Marsh line of coding and marking equipment for the manufacturing, food and secondary packaging industries, providing a skilled knowledge base of professionals to solve product branding, automatic identification and data-collection solutions.