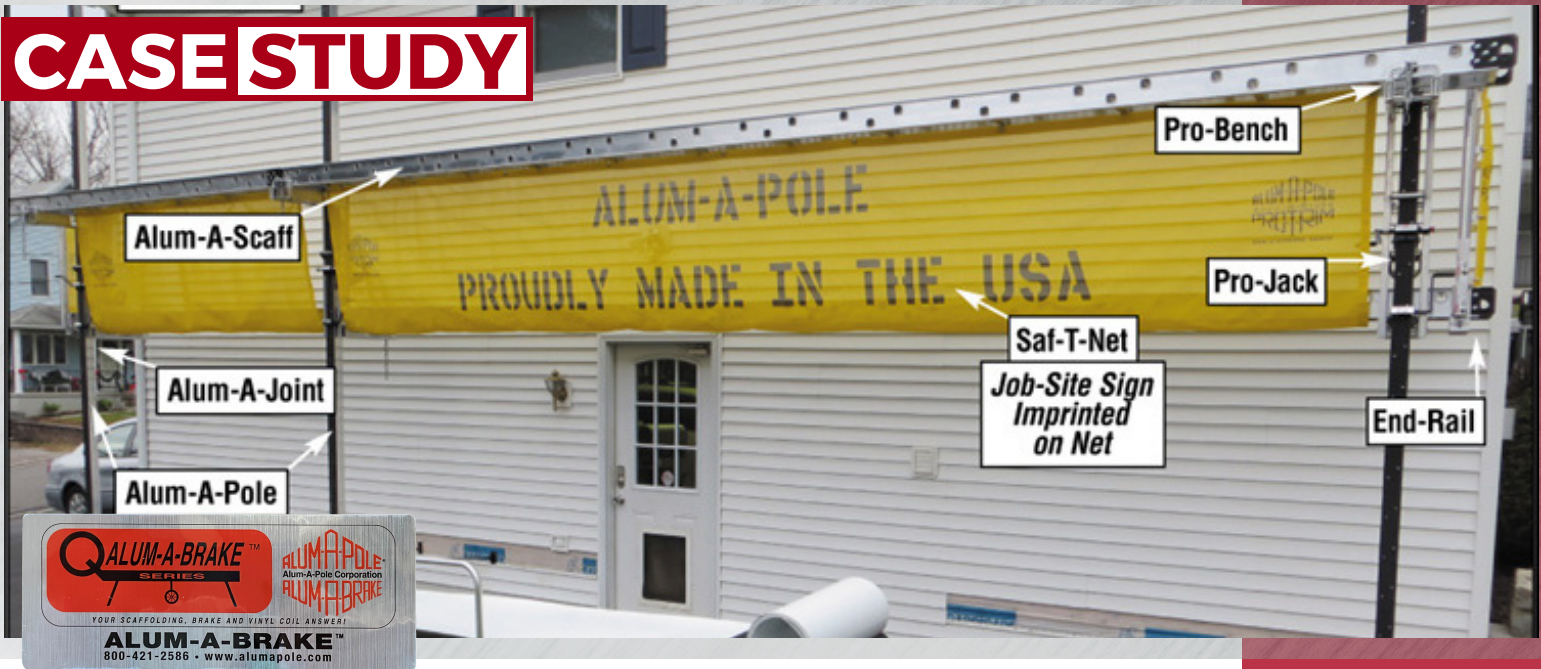


CASE STUDY



Not Just Another Pretty Label

Alum-A-Pole and Metalcraft develop a great looking yet functional label

BACKGROUND

Back in 1980, pump jack scaffolding was not quite as safe as it is today. Poles were commonly constructed of 2 x 4's nailed together and worksite accidents were not uncommon. Siding contractor Carl Anderson decided to do something about it – designing, creating, and patenting what became the Alum-A-Pole pump jack system and the basis for his company that goes by the same name. More than 40 years later, Anderson's company and accompanying products are an industry standard – ensuring a better and safer worksite.

OPPORTUNITY/CHALLENGE

When your products are this good, you want to make sure everyone knows who made them, right? Alum-A-Pole does this with every product, but recently looked to make a change when their previous vendor was purchased by another company. This caused pricing increases and forced General Manager Kevin Jablonski to look at alternatives. Jablonski already worked with Metalcraft Sales Representative Robert Weckerly on another line, so he decided to see what Metalcraft had to offer.

Jablonski explained they wanted to identify all the products they manufacture with their company logo and may even need to include diagrams or various instructions on the labels. In addition, the labels needed to be durable and able to withstand potentially harsh outdoor conditions. Jablonski also wanted something that looked good and was convenient to order in smaller batch quantities. Metalcraft's graphic/printing capabilities fit these needs very well.

SOLUTION

Ultimately, Jablonski decided on Metalcraft's Metalized Polyester Barcode Labels. These best-selling labels have the appearance of metal without the accompanying price tag. They are digitally printed allowing for crisp company logos. Although not used by Alum-A-Pole for barcodes, these labels also produce consistent, reliable barcode scans. The .002" thick acrylic labels, Metalcraft's customization capabilities, and breadth of products allowed Jablonski to overcome potential obstacles. For example, the items that the tags needed to go around have a curved surface. This necessitated the previous aluminum tags to be formed to fit the curvature, adding to the cost. Metalcraft reps recommended thinner, smaller labels that have much more flexibility in conforming to curved surface. Jablonski also reports using that the laser cut labels is more convenient because they can get different sizes quickly and more economically than previous methods. "These things make it much easier for us," he said.

RESULT

Jablonski reports he appreciates Metalcraft's customization capabilities as well as their responsive customer service and sales support. "Lead time and delivery has been great," he said. "Especially in today's world."

"Lead time and delivery has been great. Especially in today's world."

KEVIN JABLONSKI
Alum-A-Pole
General Manager



CONTACT US/REQUEST A QUOTE
idplate.com | 800-437-5283 | 641-423-9460

Copyright 2021 Metalcraft

