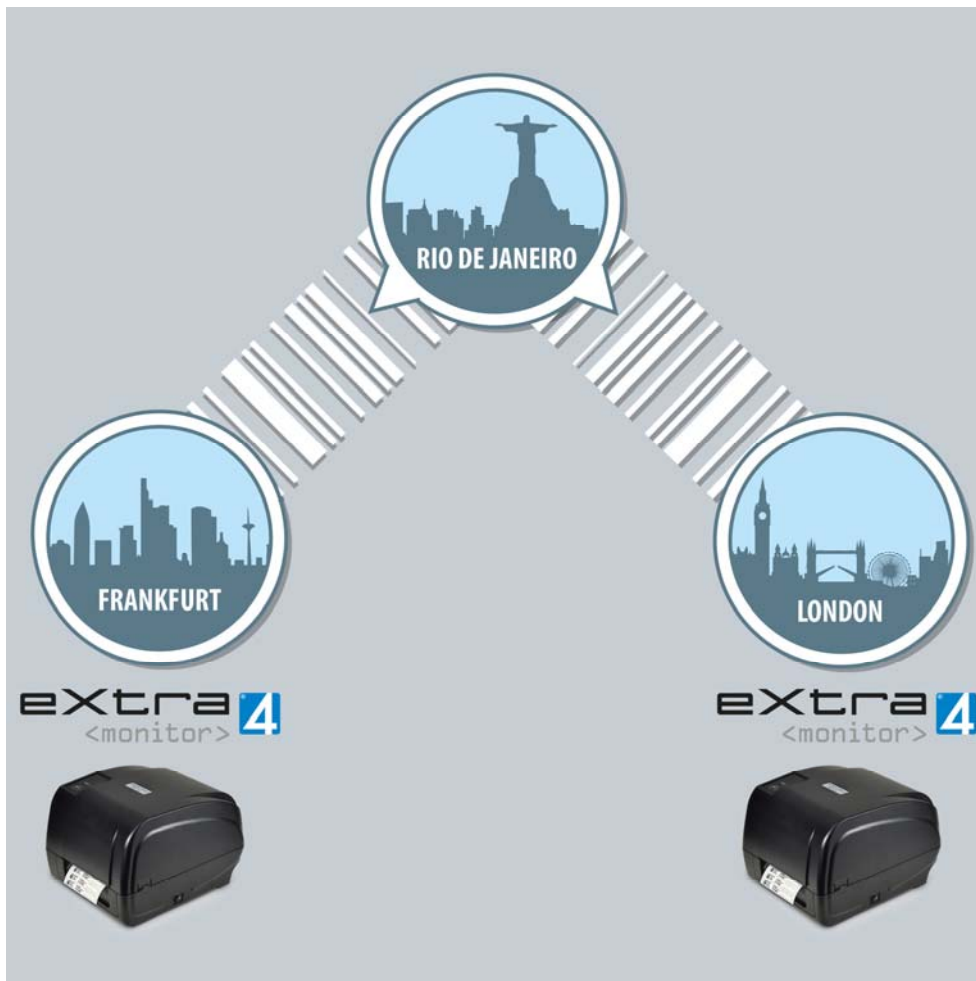


## Fallstudie / Case Study



### Intercontinental solution for label printing

**„eXtra4“ controls the data transfer from Rio onto labels in Frankfurt and London**

For their in Brazil, the specialists at ID technology provider Ferdinand Eisele GmbH have developed a labelling solution that bridges continents. "eXtra4", the company's label printing software was expanded specifically for this application by the new software module "eXtra4monitor".

### **A new printer as project entry**

The international jewellery house runs countless shops in many countries. So far they primarily sourced labels at eXtra4 Labelling Systems, the brand of Ferdinand Eisele GmbH in Birkenfeld near Pforzheim. When a German subsidiary also requested hardware for the first time at eXtra4, the experts' knowhow at eXtra4 is convincing also for hardware. So the jewellery house decided to rely on their expertise for the whole labelling issue. And the project "intercontinental label printing" got rolling.

### **"eXtra4monitor" instead of data transfer via e-mail**

Formerly it was customary at the world famous jeweller to send the product data with which labels were to be printed and merchandise was to be tagged, as data packets, label by label via e-mail from Rio to the world. On site, the international subsidiaries then had to export the data from the e-mail, send them onto printers and edit the corresponding labels. This was cumbersome and error-prone.

Today "eXtra4monitor" monitors the data transfer. Specifically, this means: The headquarters in Ipanema sends data via the Internet into a file directory that "eXtra4monitor" checks continuously on data input. Arrived data are automatically forwarded to the label printing program "eXtra4". An appropriate layout has been stored there in advance for the desired label with details of printing temperature, number and size of lines, typeface design as well as barcode. Based

on the layout specifications, "eXtra4" embeds the data material in the respective printer language, activates the thermal transfer printer and triggers the correct label printing.

### **eXtra4<monitor as solution for many tasks**

However, the software module "eXtra4monitor" is also able to monitor the input of data held in a data directory instead of a database and to read them out then. Solutions were already implemented that control the printing via several parallel printers being equipped with different labels. It is also possible to use a cloud-based system such as "Dropbox" for data transfer or to install a database for this purpose directly in the cloud.