

Application Brief

Horticultural Tracking



Industry

Retail

Products

Duratran S label
Duratran Synthetic tag
Duratran Pro label
Duratran II Syntran label
TMX1000, 2000 series ribbons
PM43
PC43t

Regions

North America

Typical applications

Tree tags
Vine tags
Shrub tags
Plant stake labels
Pot labels
Bag labels
Planter labels

Customer Benefits

- Improved item traceability
- Marking longevity with durable labels
- On-demand generation of high quality labels for item traceability
- Full range of media products to meet varied application requirements (basic, moderate, high durability)
- Stock media items available for quick shipment
- Reduced total cost of ownership with free printhead replacement program when Intermec media and fixed printers are used together

Industry Need

Horticultural tracking requirements place special demands on labels and tags. Long days in the hot sun, sudden downpours, wild temperature changes, and soil and fertilizer exposure can quickly compost typical label and tag products. However, the efficiency gained by accurately tracking plants through growth, care, and distribution does not have to degrade with the changing seasons. Intermec has the products and experience to enable reliable identification of these items from initial growth through final purchase.

Intermec Solution

For trees, shrubs, and vines, Intermec offers nursery tags in a variety of sizes, colors, and configurations. These self-locking tags shrug off outdoor conditions, allowing identification of these growing items from initial growth to final retail.

For pots, stakes, planters and other outdoor items, Intermec offers outdoor-durable labels and ribbons. Adhesives and label stocks that endure outdoor exposure for a year or more survive for the entire growing season; highly aggressive adhesives offer strong bonds on difficult-to-label items or tamper-evidence for retail labeling.

With Intermec thermal printers, these durable labels and tags can be custom-imaged on-site to meet immediate needs in the quantities required, eliminating long lead times and costly obsolescence. Colorful pre-printing can add logos, full-tint color, or provide simple solutions for large production quantities that do not need variable print.

Material Recommendation

Duratran Synthetic Tag maintains its strength and printed images for one year outdoors and is ideally suited for nursery tag applications. With a service temperature range of -60 to 250F, harsh conditions are no problem for this rugged performer.

Duratran Pro labels with permanent adhesive enable reliable labeling of plant stakes and planting pots. Outdoor durability of one year or more ensures accurate tracking of a wide range of plant materials. With seven Take-From-Stock configurations (including one with removable adhesive), quick shipment to meet your needs is just a call away.

Duratran II Syntran labels with high tack adhesive provide tamper-evident labeling on most surfaces; this ensures pricing integrity at retail outlets. This aggressive adhesive is a problem-solver on a wide range of difficult surfaces, and 6 month outdoor life ensures marking longevity.

Media Solutions for Horticultural Tracking				Leading Stock Label Configurations		Leading Stock Ribbons	
Application	Material	Durability	Temp. Range	Industrial Printers	Desktop Printers	Industrial Printers	Desktop Printers
				Short term labeling	Duratran S labels	Good; 6 months outdoor, excellent moisture resistance.	25F minimum application, -75 to 200F service
Durable labeling	Duratran Pro labels	Better; 1 year + outdoor, self-strip compatible. Excellent moisture resistance.	45F minimum application, -65 to 200F service	3x1" roll (E02202); 3x5" roll (E02203); 3.25x2" roll (E02208); 4x2.5" roll (E02204); 4x6" roll (E03444)	Custom	TMX1000 series: 3x18,000" (11233018, CSI); 4.17x18,000" (11034118, CSI) TMX2000 series: 4.09x18,024" (1234118, CSI)	TMX1000 series: 4.1x10,800" (11234012, 1" core) 4.33x3,588" (11044304, 1/2" core) TMX2000 series: 4.1x10,800" (12234012, 1" core) 4.33x3,588" (12044304, 1/2" core)
Rough, difficult surface labeling	Syntran labels	Better; 6 months outdoor, excellent moisture resistance.	35F minimum application, -20 to 160F service	4x1" roll (E25744); 4x6" roll (E04222)	Custom	TMX1000 series: 4.17x18,000" (11034118, CSI) TMX2000 series: 4.09x18,024" (1234118, CSI)	TMX1000 series: 4.1x10,800" (11234012, 1" core) 4.33x3,588" (11044304, 1/2" core) TMX2000 series: 4.1x10,800" (12234012, 1" core) 4.33x3,588" (12044304, 1/2" core)
Durable tagging	Duratran Synthetic tags	Good; 1 year + outdoor, excellent moisture resistance.	-60 to 200F service	4x6" roll with chadless cut for tag attachment (E23895)	Custom	TMX1000 series: 4.17x18,000" (11034118, CSI) TMX2000 series: 4.09x18,024" (1234118, CSI)	TMX1000 series: 4.1x10,800" (11234012, 1" core) 4.33x3,588" (11044304, 1/2" core) TMX2000 series: 4.1x10,800" (12234012, 1" core) 4.33x3,588" (12044304, 1/2" core)

Printer Recommendation

PC43t Desktop Printers Profile

Intuitive – Easiest to Install & Use

- Multi-language LCD or universal icon user interface
- Step-by-step installation wizard

Flexible – Fits your business today & tomorrow

- Scalable connectivity & accessories
- Choice of placement options – wall or cart mountable

Smart – Keeps you informed & productive

- Diagnostics through color display or icons
- User installed upgrades & accessories
- Remote management



PM43 Mid Range Printer Profile

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 ensure easy device monitoring
- Strong metal structure with metal door that can be locked for media protection

Perform – Increase productivity and process efficiencies.

- Fastest throughput in its class
- Powerful programmable capability with ability to directly connect peripherals
- Most connectivity options in the market



The Intermec Advantage

With the a broad range of service conditions under which labels must be printed, remain adhered, and scan, it is essential that the printer/media system work together smoothly to generate reliable results. Intermec printers and media are optimized to deliver superior performance when used together. Our rigorous testing and coengineering ensures consistently high print quality, proven label and tag performance in demanding real-world environments, and maximum print head service life for reduced downtime.

Intermec printers and media are complemented by the industry's only 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 fixed printers. For full details, click [here](#).

For more information

Contact Intermec for more information on enhanced efficiency and traceability via on-demand labeling for your horticultural operations.



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