

Manual Label Applicators

A manual label applicator is a unit that holds a roll of labels and assists with hand application. There are various types of manual applicators, but some will work better than others for the Foodservice Rewards Labels. The three main types are detailed below. All costs associated with the applicators are estimates only.

LABEL CADDIES: (\$20 - \$200)



Label caddies look and work much like a tape dispensers. A roll of labels is inserted into the unit and threaded through a set of rollers. When the label is pulled, the label is stripped from the liner for easy grab and stick application.

Advantages:

- Inexpensive
- Portable
- Units available that can hold multiple rolls.
- Easy to use
- Units available to accommodate Foodservice Rewards Labels.

Disadvantages

- Application is very manual and slow.
- No rewind unit for used liner.

HAND HELD APPLICATORS: (\$150 - \$500)



Hand held applicators are devices that dispense a label when a button or lever is pressed while simultaneously being rolled over product packaging. A price gun is a perfect example of a hand held applicator.

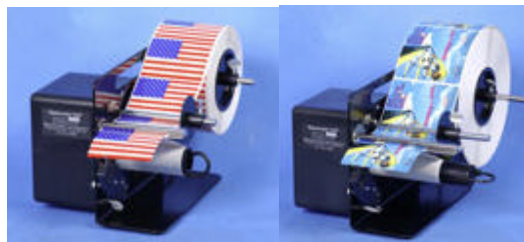
Advantages:

- Inexpensive.
- Hand held for increased portability.
- Easy to use.
- Moderate to fast application.

Disadvantages

- No rewind unit for used liner.
- Typical units can only hold up to 5” rolls. Not very efficient when using a 3” inner core.
- Do NOT accommodate Foodservice Rewards Labels.

TABLE TOP APPLICATORS: (\$300 - \$1,000)



Tabletop applicators are electronic units that automatically dispense the labels. Some units dispense labels based on the speed of the motor and the more advanced units use a sensor. The sensor determines when a label has been removed and then automatically peels, releases, and advances to the next available label.

Advantages:

- Units available that can accommodate up to a 10” roll.
- Easy to use.
- Fast application. Can dispense labels as fast as a person can take them.
- Units available with rewind unit for used liner.
- Units available to accommodate Foodservice Rewards Labels.

Disadvantages

- Most expensive of manual applicators.
- Electricity required. Decreases portability.