Why RACO Industries and WS Automation?
Single-Source Engineering/Manufacturing/

Maximizing your productivity and brand success is our goal

What does your brand strategy demand?
- High-speed label application or insertion
- New-product trials
- Expanding SKUs that require different sizes and label materials
- Decorative labels that need to be applied anywhere—side, top, bottom, corner or multiple sides
- RFID technology or labels
- Push a sales lift or product trial via couponing
- On-pack and in-pack promotional campaigns.

What does your production environment demand?
- Smooth integration for plug-and-play flexibility of new equipment
- Quick ramp-up to required speeds
- Precise and consistent label placement
- Flexibility to accommodate future line innovations in speed and efficiency
- Adaptability to take advantage of rapidly changing markets
- An established preventive maintenance and worn-parts replacement program that improves overall efficiency and eliminates unnecessary downtime.

Application equipment engineered and designed to maximize your productivity

WS Packaging Group can streamline and enhance your labeling process. Our proven experience in food and beverage, household products, personal care, over-the-counter health, medical, wine and spirits, and many other markets means we have the knowledge to provide your application solution:

- Our labeling equipment easily ties into systems that capture overall equipment effectiveness (OEE) data, which ensures full integration with your entire production line
- We manufacture and engineer equipment that is optimized to seamlessly apply your labels with consistent precision from features that include servo-controlled container handling.

Whether your production system requirements can be fulfilled utilizing our standard line of labeling equipment, or if you have unique labeling needs that require a truly customized solution, you can rely on WS Automation to engineer and build the optimal solution to handle your most demanding labeling challenge.

Shown: Spectra™ Front/Back Label Application
Simultaneous label application on the front and back of containers is the fast, accurate solution for translating line speed to speed-to-market brand strategies.
Lightning™ Label Applicators

Our Lightning™ label applicators are engineered for straightforward operation and minimal downtime. High quality and dependable, the Lightning™ applicators ensure low maintenance and durability through the long-term. Flexibility is a key feature of the entire line:

- Easy-to-read screens enhance the operator interface
- Quick and easy access to all maintenance parts helps minimize downtime
- Thick base plates, oversized shafts and sealed bearings ensure durability
- Roll-on, tamp, and tamp/blow technology options assure production flexibility
- Apply different types of pressure-sensitive labels to the side, top, bottom, or corner of almost any shaped container
- Operate as stand-alone units or fully integrate into any production line with a wide variety of product handling devices
- Accurate application registration helps control costs by maximizing application rates and reducing rework
- Application controls provide a simple and user-friendly operator interface that allows the precise setup of any system parameter. This reduces setup time and gets your production line running sooner.

Shown: Lightning™ 50 Labeler

The Lightning™ 50 Label Applicator can be easily configured for and inserted into multiple product handling and finishing operations. Here, two Lightning 50 label applicators include a high-speed 180-degree bottle turner for continuous front and back labeling in a dairy application. Adjustable rails deliver precise control of the milk containers through the labeler.

Shown: Lightning™ 100 with Bel-130 Sealer/Taper

Robust in its capabilities, the Lightning™ 100 labeler with the Bell-130 Sealer/Taper can seal and label a wide range of case sizes at speeds up to 30 cartons per minute, with semi-automated or manual end-of-line packing. Here, the loose-loop print-and-apply applicator configuration is set up to apply side labels for cases or manual end-of-line packing. Durable components and a sealed control box ensure dependability and long life.
**Primara™ Print-and-Apply Applicators**

Primara™ print-and-apply label applicators offer simplicity, dependability, and overall flexibility. Label any size of product, case, or pallet and integrate the applicator seamlessly into your unique production and handling systems. To meet the demands of a broad-base of labeling requirements, Primara™ label applicators are available in either all-electric or pneumatic power configurations. Engineered to be flexible and easy to upgrade, the Primara™ system offers straight or optional rotary tamp application options for top, side, bottom and corner placement.

- Simplicity, dependability, and overall flexibility
- Label any size of product, case, or pallet and integrate the applicator seamlessly into your unique production and handling systems
- Run up to 120 labels per minute, with speeds up to 12 inches per second standard
- Designed to seamlessly integrate with production and handling systems, available with direct thermal or thermal transfer print engines from Zebra®, Datamax®, and Sato®.

**Spectra™ Customized Labeling Systems**

Spectra™ line of modular front/back and wrap application equipment designed exclusively with your system in mind.

Our experts evaluate your operation and then design a Spectra™ labeling system exclusively with your system in mind. Whether it is simultaneous label application, multiple container shape capabilities, or overall versatile application effectiveness, each system is engineered for full integration and to deliver total cost of ownership with effective ROI. To ensure problem-free integration, we conduct field trials, testing, and assist with training, installation and implementation:

- We custom engineer and manufacture equipment for your unique system, ensuring dependability, flexibility, and long-term durability for even the most demanding high-speed, quick-changeover, around-the-clock applications
- Rugged, state-of-the-art components provide years of high productivity and low maintenance operation
- Standard equipment can be custom enhanced to meet additional requirements.

Shown: Primara™ 750 Print-and-Apply Label System
Our Primara™ print-and-apply labelers provide the perfect solution when you need a highly versatile and robust printer applicator, either all-electric or pneumatic. The Primara™ system can be upgraded and modified to meet your most stringent requirements for full integration and maximum productivity.

Shown: Spectra™ Custom Modular Front/Back and Wrap Systems
The Spectra™ line of wrap systems from WS Automation maximizes packaging line productivity for the most-demanding consumer product labeling applications, whether for over-the-counter pharmaceutical, food, beverage, household products, or many other product applications.
HERMA

Automatic and semi-automatic label applicators

HERMA label applicators are compact and offer unparalleled application versatility for prime labels with a wide range of shapes and sizes, as well as for case labeling. Available in fully- and semi-automatic modular configurations, the HERMA label applicators easily integrate into any production line, or can be built into a labeling machine and customized to meet specific production requirements, including wrap-around, two-sided and rotary applications.

Full-service engineering and responsive field techs ensure your productivity

Our fully staffed engineering group includes automation specialists who ensure all our systems are built for optimal integration, and service technicians who respond without delay to keep your production line running. Maximizing your productivity is our goal.

Our equipment is built to withstand the demands of round-the-clock operation. Beyond overall durability, our label applicators are engineered to promote easy operation and quick access to all maintenance parts, which maximizes productivity by minimizing downtime.

Lease options offer the right solution for single-run or short-term needs.

For single-run promotions, trials, or other short-term demands, you can lease the equipment you need, complete with installation, technical support, and service for a trouble-free run. This is how to get the job done and out the door without major line changes or capital investments. And for longer-term production opportunities, our lease-to-own program options make future production line expansions more manageable.

Shown: HERMA 400
The HERMA 400 ensures versatility. With its wide range of available modules, the system can be integrated into any production line. Automatic synchronization of labeling and product speeds via an encoder ensures accurate label placement.

Shown: HERMA 414
For semi-automatic applications, the HERMA 414 is the ultimate solution for high-precision labeling. Compact and robust, the machine can label products with a wide range of shapes and sizes. The pick and place application system is suitable for use on products with both convex and concave surfaces.

Shown: Wine Bottle Re-Labeling
Re-labeling can be a costly endeavor in both time and money. A dedicated re-labeler saves huge labor costs and countless hours of time. Our re-labeler is a fast machine that will precisely apply a new label over an existing label in a single pass.
RACO Industries and WSAutomation

We don't just print labels. We conquer challenges with the best possible solutions.

RACO Industries prints labels that are machine-friendly and builds machines that are label-friendly.

We collaborate with your team to evaluate your project from every angle to determine:

- Innovative materials engineered to maximize shelf impact with the right printing and finishing techniques
- Solutions to enhance productivity, improve efficiency, and offer versatility, dependability, and cost savings.

When it comes to maximizing your productivity, it's critical you involve experts that can provide reliable, fully integrated automated systems, technical support, and field service. We assess your operations to identify and anticipate unseen productivity shortfalls. Our customer partners rely on our depth of experience in printing, converting, material science and equipment engineering to develop solutions that perform with unbeatable dependability.

From print-and-apply functionality, high-speed decorative label applications, extended-text labels to RFID integration, standard and custom label applicators from WSAutomation delivers innovation that can help you achieve your goals for sustainable and profitable growth.

For a free consultation:

call 1.800.446.1991
email info@racoindustries.com

Put the power of our innovation to work for you!