

Labels „Made in Germany“

Identification technology expert Ferdinand Eisele offers individual solutions with „eXtra4“ for industry-specific labelling systems and labels

Birkenfeld, July 8, 2014. Labels for jewellery and watches in all their diversity make up the product range of "eXtra4", a registered trademark of Ferdinand Eisele GmbH. The company based in Birkenfeld near Pforzheim is since its foundation in 1931 marked by the jewellery industry that is typical for the area. Therefore, the original core of the product range are labels: Whether ring labels, loop labels or labels for chains, labels for earrings and pins, labels for pearls or for watches, even labels for glasses - for the whole range of goods goldsmiths, jewellers, jewellery wholesalers and manufacturers find the suitable type of labelling in "extra4".

Due to the close relation of label production with electronic technologies for marking and reading labels, Ferdinand Eisele has gathered in-depth knowledge as well in the areas of hardware and software for decades, though. Market-embracing knowledge in printers and scanners, as well as the in-house developed label printing program eXtra4 with the service and support offer suitable to a software manufacturer make the company an intra-industry

specialist in identification technology for partners from the fields of jewellery, watches and optical products.

Therefore, for over 10 years, Ferdinand Eisele also has the hand at the pulse of developments in the field of RFID and has been engaged in the implementation of this technology for this industry. Recently, a specially developed RFID system for jewellers in the high-class segment could be introduced on the JGF in Freiburg under the label "smaRT)) connect".

Apart from the continuous observation and monitoring of technical progress in the field of identification and labelling, the developing of new labels remains a key challenge for the company. As a current example you may think of a label recently developed for the German jewellery and watches association, DSU:

Under the aegis of DSU, a group of German watch manufacturers intends to level out together with the label "Made in Germany" as a quality feature, and on the other hand present themselves individually under their own names. Additional challenge: all watches have a metal bracelet, i.e. there is no tab for attaching the label with a loop as it is usually done with leather bracelets.

The traditional solution to such a seal of quality is yet a label folder. It is made of paper that is laminated with an aluminium foil, so it is flexible and can easily be attached without tools such as loop, thread

or glue. But this option drops out completely at the present time since such material is generally no longer produced due to an environmental point of view.

The specialists of eXtra4 at Ferdinand Eisele therefore design a completely new label, now made of self-adhesive material. By cleverly combined punch lines and adhesive surfaces it can be folded by hand easily over one another, so that only the closure area adheres. Without glue contact with the product, the label can be placed and closed around the metal strip.

The face side of the modern folder carries the 3-colour printed Made-in-Germany logo of the common action, in which any single manufacturer can have inserted their name as needed - even in small quantities - via digital printing.

More about labels, software and hardware of "eXtra4" under www.extra4.com .

Pictures and Sublines



Fig. 01 Metal watch strap folder of eXtra4 by Ferdinand Eisele GmbH with 3-colour logo printing



Fig. 02 Metal watch strap folder of eXtra4 by Ferdinand Eisele GmbH with 3-colour logo printing and manufacturer's name inserted via digital printing



Fig. 03 Logo of the registered mark eXtra4 of Ferdinand Eisele GmbH.