

Case Study



## Hugger Belt Clamshell

Custom System

### The Challenge

An East Coast producer of baked goods needed to replace a competitor's aging labeling system with a faster unit to more accurately apply top/bottom decorative and nutritional labels to clear clamshell containers for a major retail chain. Increased throughput and accurate label application were specific needs that could not be met with the customer's current labeling set up.

### The Solution

Label-Aire's solution was to provide a hugger belt product transport system with an infeed belt conveyor for easy product loading/transfer. The result was top/bottom custom labeling system featuring stainless steel and anodized aluminum construction with a pair of industry-proven Label-Aire 3115 Wipe-On label applicators. As the clear containers (filled with baked goods) come down the conveyor at speeds of up to 70 products per minute, they are seamlessly transferred on the hugger belt system, exposing the top and bottom container panels for label application. When needed, the system can be adapted for higher speeds while maintaining label placement accuracy of +/- 1/32" (.8 mm). In addition to increased throughput and label placement accuracy, Label-Aire was able to provide its customer with a cost-effective solution that will grow with the customer as their volume increases.

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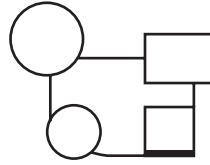
**MPI Label Systems**  
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# Handing & Attitudes

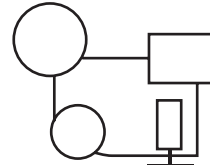
## Applicator Handing

The hand of the applicator remains the same regardless of which side of the conveyor it is located on or how it is positioned (i.e., upside down).

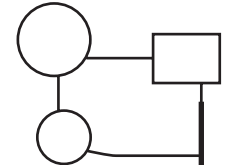
### Right Hand



Blow-On



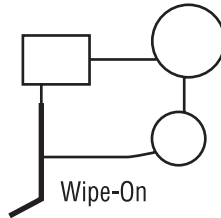
Tamp Blow



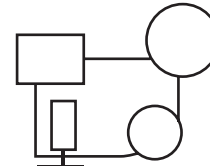
Wipe-On



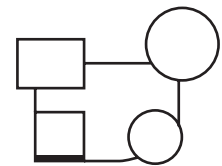
### Left Hand



Wipe-On



Tamp Blow



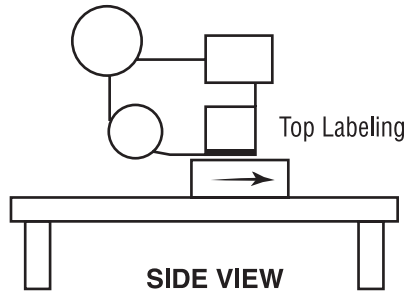
Blow-On



## Applicator Attitudes

Attitude generally determines the orientation or location of controls, gauges, tubing, decals, supports, etc. Be sure to specify attitude whenever possible.

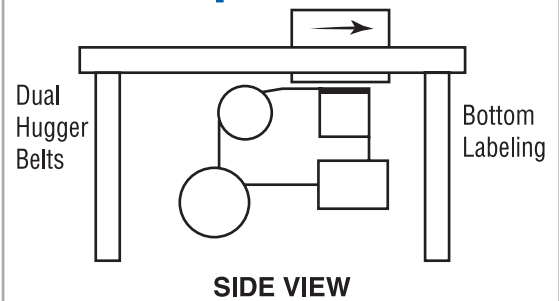
### Upright & Above



Top Labeling

SIDE VIEW

### Bottom Up

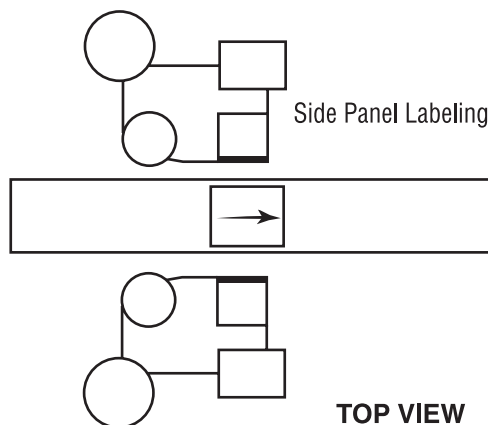


Dual Hugger Belts

Bottom Labeling

SIDE VIEW

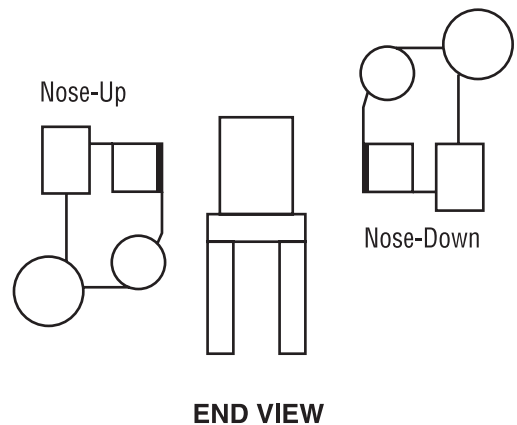
### Reels Up



Side Panel Labeling

TOP VIEW

### Nose-Up/Nose-Down



Nose-Up

Nose-Down

END VIEW

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