

## Application Brief

# Horticultural Tracking



### Industry

Retail

### Market

Mass Merchant

### Products

Duratron II Synthetic Tag  
Duratron II Kimdura label  
Duratron II Syntran label  
TMX2000 series ribbon

### Regions

North America

### Typical applications

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

### Application Description

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. Intermecc has the products and experience to enable reliable identification of these items from initial growth through final purchase.

### Intermecc Solution

For trees, shrubs, and vines, Intermecc 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, Intermecc 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 Intermecc 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 description

The Duratron II 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.

Duratron II Kimdura with permanent adhesive enables 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.

Duratron 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.

### Ribbon Recommendation

TMX2000 series mid-range with all three materials

### Printer Recommendation

PD41 or PM43

Note: This media is compatible with most Intermec printers

### Customer Benefits

- Proven solutions currently in use in horticultural applications.
- Products enable accurate and effective management of items through a range of growing conditions.
- Competitively priced
- Knowledgeable, dedicated sales force with quick access to expert technical resources
- Intermec Printhead Replacement Program offers big savings on costly repairs
- Better together with Intermec printers; thermal transfer printability allows on-demand generation of high quality labels and tags



### For more information

In North America, contact Intermec at 800-755-5505. UL file number available upon request.

User is responsible for testing and determining if Intermec brand product is acceptable for a particular use and suitable for user's method of application.

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