



# CASE STUDY: RDC Dosimeter Badges



## CHALLENGE

Radiation Detection (RDC), a Texas-based company specializing in radiation dosimetry solutions, produces customized labels for radiation detection badges. Utilizing thermal printing and traditional printing processes proved to be challenging and limiting in many ways. The added steps and time made it difficult to meet client daily demands for product.

On a monthly basis, RDC supplies approximately 100,000 dosimeter badges to medical facilities around the globe with each badge coded with the user's personal identification information. This requirement involved several steps which added to costs.

## ABOUT US VIPColor Technologies

VIPColor Technologies a division of Venture Corporation has been providing innovative digital color label printing solutions since 1998. We engineer, manufacture, and sell printers that produce high quality color labels used for many diverse applications.

Through the years, our industrial printers have been used by FORTUNE 500 companies globally. Our printers have helped streamline workflows, and raise productivity and product quality while improving bottom lines. With the ability to print fast, on-demand and cost-effectively, we aim to bring convenience and flexibility to our small to medium and enterprise level clients.

Businesses challenged by a high mix of products and offerings, along with small batch jobs, find our digital solution compelling and adding value to their process. VIPColor is dedicated to creating a new level of labeling value around packaging and identification activities by servicing customers in over 35 countries.

## SOLUTION

VIPColor Technologies VP700 Digital Label Printer with its print speed of up to 60ft per min delivering print quality of 1600x1600 dpi was deployed as their on-demand print solution. The speed and print quality allows RDC to print 1,000 labels at 4in x 6in with high resolution in ten minutes or less when producing in batch or roll-roll mode. The VP700 can also be configured for other media output including print-and-cut and print-cut-hold sequence where the label is held in place until retrieval.

## RESULT

William Laing, Production and Equipment Sales Manager says, *"We are glad that we upgraded to VP700 Digital Label Printer. The payback has been immediate! With VP700 productivity has skyrocketed."* Radiation Detection can now print and ship 5,000 badges daily, with a single printer.

Speed, quality and accuracy were of high important to RDC's business and the VP700 Digital Label Printer delivers. RDC now has confidence that the VP700 will continue to be an integral part of their badge production for years to come. RDC is now able to supply approximately 100,000 dosimeter badges to medical facilities around the globe with each badge coded with the user's personal identification information. The digital print-on-demand inkjet color label printer fulfills RDC's needs for variable information and high quality printing.