FOOD SERVICE REWARDS

Manual Label Applicators

A manual label applicator is a unit that holds a roll of labels and assists with hand application. There are various types of manual applicators, but some will work better than others for the Foodservice Rewards Labels. The two main types are detailed below. All costs associated with the applicators are estimates only.

LABEL CADDIES: ($45 - $55)

Label caddies look and work much like a tape dispensers. A roll of labels is inserted into the unit and threaded through a set of rollers. When the label is pulled, the label is stripped from the liner for easy grab and stick application.

Advantages:

- Inexpensive
- Portable
- Units available that can hold multiple rolls.
- Easy to use
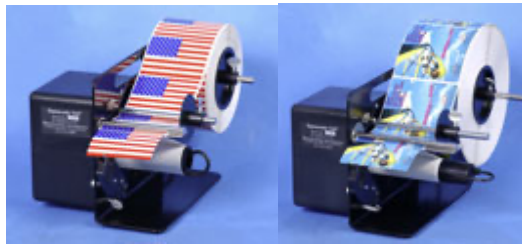- Units available to accommodate Foodservice Rewards Labels.

Disadvantages

- Application is very manual and slow.
- No rewind unit for used liner.

TABLE TOP APPLICATORS: ($300 - $1,000)

Tabletop applicators are electronic units that automatically dispense the labels. Some units dispense labels based on the speed of the motor and the more advanced units use a sensor. The sensor determines when a label has been removed and then automatically peels, releases, and advances to the next available label.

Advantages:

- Units available that can accommodate up to a 10" roll.
- Easy to use.
- Fast application. Can dispense labels as fast as a person can take them.
- Units available with rewind unit for used liner.
- Units available to accommodate Foodservice Rewards Labels.

Disadvantages

- Most expensive of manual applicators.
- Electricity required. Decreases portability.