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**Manufacturer of the Year**  
**AMOS GmbH & Co. KG**



**The new Printer from COLOP—unique as you!**

Since it was founded over 30 years ago, COLOP has been committed to product innovations in the field of modern marking equipment, particularly stamps. This year the Austrian stamp manufacturer will launch its new Printer—the bestseller in COLOP’s product range—bringing a fresh new look on the desktop.

**The new COLOP Printer**

2014 will see the launch of the seventh generation of this new self-inking stamp, which has inherited the name ‘Printer’ from its predecessor. The current Printer Standard series was placed on the market in 2004 and has since proven to be COLOP’s most successful product range by far. This new stamp now forms the next generation of this best-seller. It is a logical step forwards from its successful predecessor, a step that has been shaped by experience gained over the past few years and by a large amount of feedback from traders and customers. However, completely new avenues have been pursued in many areas, too. Ernst Faber (CEO of COLOP) states, “The desire to create something new, something unprecedented, is plain to see in the unique contemporary design of the product.”

The new Printer is available with a black or white frame colour as standard. The actual colour, however, is not bestowed upon the product until the desired imagecard is inserted. Therefore, up to eight different variations result that can be composed of the colours black, white, red, green, yellow and blue. Initially, the new Printer will be available in the most important sizes, especially 20 (14 x 38 mm), 30 (18 x 47 mm) and 40 (23 x 59 mm). Further sizes will complete the range.

**Personalisation at the highest level**

The real highlight is the possibility to create the design for the XXL image window. It was the stamp manufacturer COLOP that first devised the concept of personalised stamp product designs using imagecards around 10 years ago. With its new Printer, COLOP is now taking this concept to the next level. Franz Ratzemberger (Head of International Sales & Marketing)



Figure 1: The new COLOP Printer in 8 different variations

explains, “The extra large image window—with dimensions previously unavailable in the world of stamps – can be personalised with great ease by using simple paper imagecards. This makes every Printer unique, just like its owner or user.” The new stamp offers nearly boundless possibilities. Whether used for photos, QR codes, company logos, cartoons or typography, COLOP’s best-selling product always provides the right solution for (almost) all desires. To achieve this, COLOP has once again developed interesting new software tools for the B2B sector and end users, allowing the XXL imagecard to be personalised on both the front and the rear.



Figure 2: Personalisation at a very high level

**Unbelievable potential for savings in logistics and warehousing**

While the advantages of the new Printer when it comes to warehousing are of particular importance for retailers, this is especially true for rubber stamp makers. To be precise, significantly fewer product variants of the new generation of Printers have to be stocked in the warehouse than is the case with traditional and previous models, without reducing the range available to the customer. This might sound complicated, but it isn’t.

Up until now, suppliers have had to stock every stamp size in every colour in their warehouse in order to provide their customers with an attractive product

range. Let’s take the example of the usual six sizes of the Printer Standard (i.e. Printer 10–60) in eight product colours (black, red, blue, green, etc.): this requires 48 stock keeping units (SKUs). In the case of the new Printer, the colours are defined using the imagecard, and the stamp itself is available only in two basic colours: black and white. Imagecards in four different colours are automatically packaged along with each stamp, thus drastically reducing the number of stock keeping units.

The customer’s request has been met, just like before, but only 12 stock keeping units are required in order to do so. Rubber stamp makers or even retailers can therefore free up to 75% of their warehousing space, without reducing their product range. In other words, they can achieve the same customer satisfaction with one quarter of the usual warehousing space.



Figure 3: Unique stock keeping optimisation

**Technical features**

As regards functionality, the Printer has all the features of a modern stamp. Furthermore, the latest generation of Printers also includes product details which present an array of additional advantages for rubber stamp makers, retailers and end users.



Figure 4: Innovative frame concept

First and foremost there is the unique basic design of the new generation of COLOP Printers. The diagonal band strengthens the hinges and makes the stamp more stable. The precise sliding mechanism enables smooth stamp movement. For users, this means easier and more comfortable stamping. No matter which side of the stamp you press down on, the new Printer always provides a perfect imprint. The novel design also makes a very satisfying sound when stamping—something frequent users will certainly learn to appreciate.

The transparent ‘casing’ ensures precise positioning of the imprint, and includes an anti-slide mechanism



Figure 5: Transparent base & anti sliding technology

which makes it possible to get a firm grip on the stamp. The rubber anti-slid mechanism covers a large area and is injected directly onto the material, making it particularly effective and impossible to lose when using the stamp on the go.

Easy removal of the image window makes replacing the imagecard and the inkpad simple. Optimised inkpads, which are compatible with the previous model, ensure mess-free pad replacement. By the way, the previous Printer inkpads can also be used for the new model without problems.



Figure 6: Easy to detach image window

Of course, rubber stamp makers have not been forgotten when it



Figure 7: Extra fast assembly

comes to the technical features. When attaching on the text plate, speed is an important element. The new Printer can be stood on its head and remain stable during text plate assembly, and the protection foil over the adhesive surface of the text plate holder has already been detached, meaning there is no need to go through the complicated process of removing this foil. This, along with the existing grid and a TOP identification, results in easier and quicker text plate positioning and assembly.

**International product launch**

Made in Austria: “Preparations are now well underway to launch COLOP’s new PRINTER on a global scale. Through the recently constructed additional production hall at the company’s headquarters in Wels, Upper Austria, which measures about 1,500 m<sup>2</sup>, space for a new fully automated production line for the new Printer has been created,” says CEO Ernst Faber.

This leaves nothing standing in the way of the international product launch, which is planned for summer 2014. One thing is already evident: this new product once again underlines COLOP’s prominent role as an innovative manufacturer of self-inking stamps. COLOP is launching another high-quality office accessory onto the market, building on the impressive success story of this best-selling product.

For more information, visit [www.colop.com](http://www.colop.com)