

### Tepel Brothers Printing – Case Study



#### Improves Productivity

Tepel Brothers Printing, with facilities in Detroit, Chicago and Indianapolis was searching for a solution to apply foam adhesive tape to a flat surface. Tepel Brothers is a nationally recognized printing company that takes great pride in its continuous investment in the most up-to-date manufacturing equipment. This, along with their wide range of capabilities and skilled staff allows them to state, “we do what others simply can’t.”

Recently, Jim Tepel watched a demonstration of our new foam tape application system at a trade show in Chicago and immediately saw a solution to the problem of having to apply foam tape manually. Large production runs of promotional materials required quick response to meet customer needs and Jim needed to make his process more efficient. We suggested our new SD-652 Foam Tape Applicator, mounted on the T-646WI Application System. The SD-652 applies foam tape to flat surfaces while minimizing curling of the product. Tape strips can be applied continuously or short strips with gaps can be applied to each product as required.



SD-652



POP  
Sample

**Jim stated, “I first started working with Straub when we had to replace two of the tape heads that came with our folder/gluer. We struggled with the old tape heads working properly over the years, and we really wanted a better quality tape head. I contacted Straub. They seemed confident with the performance of their product, so we purchased three new heads. I have to say, the quality and performance of the Straub tape heads have increased our production by 100%. I didn’t think twice about buying the foam tape heads developed by Straub. They stand behind their products. We received a ROI on the machine within three months “**

Straub Design was pleased to provide a solution to Tepel Brothers Printing, and looks forward to providing a solution for your application.

For more information on Tepel Brothers Printing, check out [www.tepelbrothers.com](http://www.tepelbrothers.com)

See Straub for engineered tape solutions in a variety of industries, from automotive and packaging to solar. If we don’t have the tape applicator you need, we’ll design, build and install a custom solution for you.