

Quick Delivery Saves the Day

Norwood Promotional Products is one of the leading suppliers of imprinted promotional products in the United States. Recently, the Norwood Souvenir Writing Products Facility in Cedar Rapids, Iowa, celebrated its 100th year of manufacturing custom-printed writing instruments.

Unfortunately, in June 2008, the “once in a thousand years” flood that swept through Iowa totally devastated the facility. However, with a quick call to Doboy, a Bosch Packaging Technology company, Norwood was able to replace key equipment and get production back online, in a different facility, in only a few days.

Prior to the flood, Norwood had been wrapping writing instruments in polypropylene, heat-sealable film with a **Stratus** Horizontal Wrapper from Doboy.

The **Stratus** wrapper is a cost-effective, flexible, easy-to-use and compact piece of equipment that features the same servomotor and PC technology found in high-end flow wrappers. The machine is designed for a wide variety of products including hardware, bakery, candy, housewares, and many other industries.

A quick delivery

After the flooding of the Cedar Rapids plant on June 11th, Norwood needed to resume production as quickly as





possible. It decided to temporarily relocate its Souvenir Writing Products operations to a similar facility in Red Wing, Minnesota. After consulting with a Dobby agent, Norwood made the decision to purchase a new **Stratus** wrapper, based on the previous performance of the machine and Dobby's promise of an expedited delivery and installation. The new **Stratus** was ready for an on-site factory checkout at the Dobby facility in New Shell Lake, Wisconsin on Friday, June 20th and was installed and ready to wrap in the Norwood plant the following Monday, only seven business days after the original request.

Flexibility was key

Flexibility was key to the decision of Norwood to purchase another **Stratus** wrapper. Numerous sizes and styles of pens, pencils, and highlighters, from five to six inches in length and from 1/2 to 3/4 inches in diameter are manually fed into the machine. Changeover, from one set of product parameters to another, is quick and simple with an adjustment of product guide rails. "The flexibility of the **Stratus** allows us to offer a wide variety of writing instrument styles to our customers," said Doug Taylor, production manager at Norwood. Additionally, the control system can store up to twenty product set-up configurations and a compact design ensures production layout flexibility.

Possibility to speed things up

Currently, the **Stratus** is wrapping writing instruments at 40 to 50 products per minute with a manual infeed. However, Norwood is currently considering the

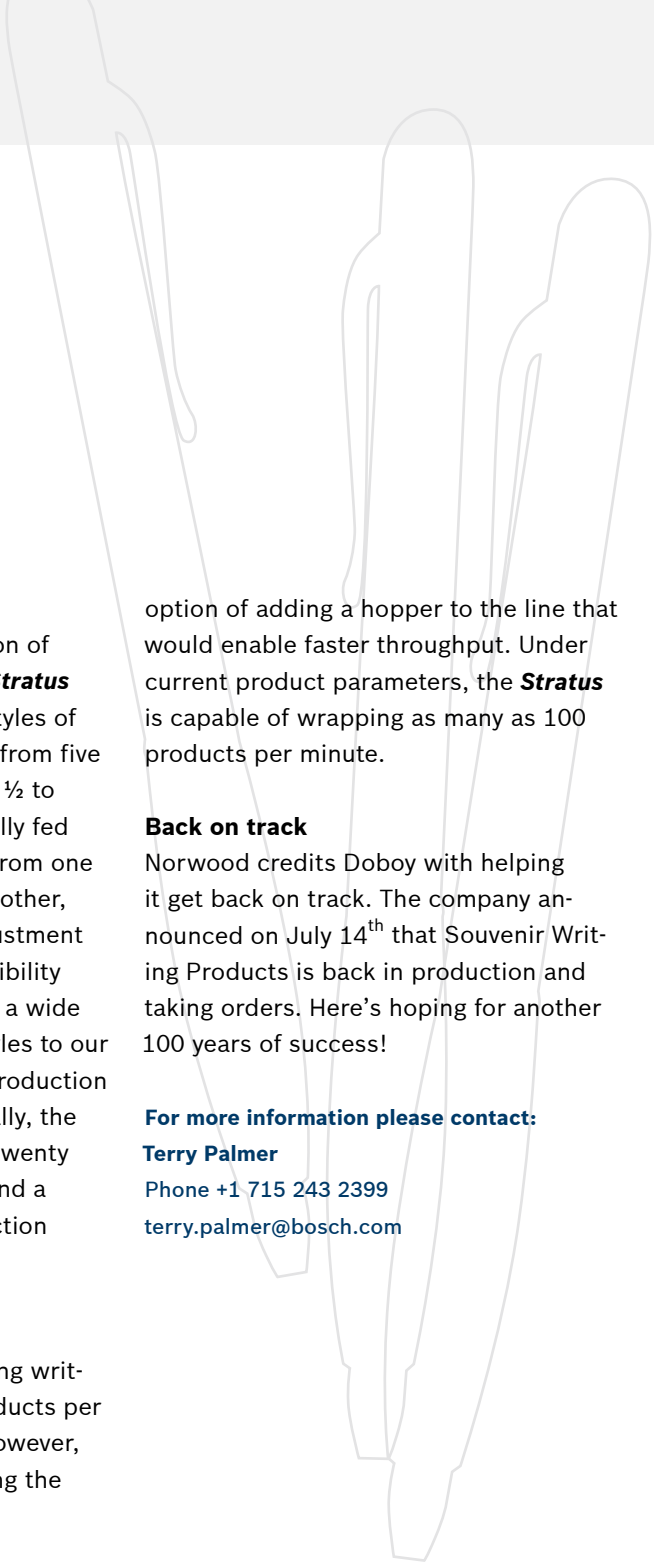
option of adding a hopper to the line that would enable faster throughput. Under current product parameters, the **Stratus** is capable of wrapping as many as 100 products per minute.

Back on track

Norwood credits Dobby with helping it get back on track. The company announced on July 14th that Souvenir Writing Products is back in production and taking orders. Here's hoping for another 100 years of success!

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- 1 The **Stratus** is an economical, flexible, easy-to-use and compact horizontal flow wrapper
- 2 The **Stratus** wraps writing instruments at Norwood's Red Wing, Minnesota facility