



Your Solution to Durable Hardware Labeling

Due largely to the pandemic, hardware sales have increased by nearly \$10 billion. According to data based on in-store and online purchases, home improvement stores are the second-fastest-growing retail channel. With this explosion in growth, several trends have emerged in the hardware market, revealing an evolution and presenting new opportunities.

Fortunately, AstroNova has decades of experience working hand-in-hand with leading hardware manufacturers and retailers. Even throughout the recent frustrations around navigating the pandemic and supply chain issues, AstroNova has helped our friends in the hardware space maneuver these challenges and meet growing consumer demands. Our label printers and materials support the industry initiatives on several key points.

AstroNova's advanced printing technology:

- Effortlessly creates barcodes, expiration dates, and other necessary variable data
- Creates and prints as many SKUs in-house as necessary
- Produces labels that are durable enough to withstand the elements and the demands of everyday use
- Labels are equipped with superior adhesion
- Provides adequate UV resistance, ensuring high-quality readability

Streamline Your Label Production

Which Labeling Solution is right for your Hardware Products?

QuickLabel®

QL-120Xe

Provides full-featured performance at an entry-level price, ideal for small businesses.

- Ideal for low volumes or print coverage
- Print labels as narrow as 0.5" or as wide as 4.2" on the same device, allowing for superior flexibility
- Exceptional print resolution up to 1200 dpi
- Extended life printhead



QuickLabel®

QL-300

Highly durable, five-color, toner-based solution for narrow format printing

- Print speed up to 6 inches per second (30 ft per minute)
- Exceptional print resolution up to 1200 dpi
- Print width 0.83" to 4.95"
- High-resolution output with low toner consumption
- Produce rugged labels that withstand abrasion, moisture, and UV exposure



QuickLabel®

QL-30 & QL-60

Compact monochrome labeling solutions with the ability to print labels as small as 4 mm in length, offering high accuracy, and fast print speeds, the QL-30 and QL-60 are both unmatched in the market.

- Superior choice for consistent monochrome standalone or integrated plant stake and labeling applications
- Produces highly durable labels that can withstand the challenging demands of the hardware industry
- Labels produced at speeds up to 11.8 ips (300 mm/sec) and widths up to 4.2" (106 mm); allowing a wide variety of shapes



QuickLabel®

QL-850

Wide-format, high-performance solution delivering the highest levels of label durability

- Fast print speed up to 12 inches per second (60 ft per minute)
- Superior print resolution up to 1600 dpi
- Print width 2" to 8.3"
- Latest inkjet technology on the market
- High-productivity wide format label printer



Perfectly Paired Materials

Including inkjet, toner/LED, and thermal transfer materials, compatible with all major printer brands

Top Inkjet Picks:

Matter Paper – Material 242

This matte white paper provides a premium matte appearance, ideal for simpler or more economical hardware labeling.

Gloss Polypropylene – Material 269

Equipped with emulsion adhesive, this material is an ideal solution for the hardware industry.

Top Toner-Based Picks:

Semi-Gloss Paper – Material 135

Semi-gloss, economy-grade white paper label, provides smoothness and shine. Ideal for high-color imagery.

Matte Polyester – Material 168

Provides excellent UV-stability and heat resistance with a permanent acrylic adhesive. Perfectly suited for labels that need to withstand the elements.

Top Thermal Transfer Pick:

Premium Matte White Paper – Material 02

Bright white, ultra-smooth paper label offers smudge resistance. Ideal for barcode printing, including high-density barcode printing.

Stay ahead of the competition and ensure your products are up to date. With seamless, in-house customizability, it's easy to adjust seasonal prices and plant offerings daily while promoting current inventory. Contact one of our label experts today to find the right machine and materials for your hardware label printing needs.

Request a virtual demonstration that includes free samples

www.astronovaproductid.com

www.getlabels.com