



GLOBAL PRINTING...ENABLED.

BASF | Printronix Barcode Printer Helps out BASF

Corporate Profile

The world's largest chemical corporation, BASF, was honored as the "World's Most Admired Chemical Company" by *Fortune* magazine. BASF provides its customers with a portfolio of high-performance products ranging from chemicals, plastics, performance chemicals, agricultural products, refined chemicals to oil & gas. A committed partner to Greater China since 1985, BASF is one of the biggest foreign investors in China's chemical industry. The company currently operates 15 wholly owned subsidiaries and 8 joint ventures. To be integrated with local markets, BASF maintains eight offices in local regions including Hong Kong, Beijing and Shanghai, with more than 4,000 employees.

Problem Met

Located in Gaoqiao, Pudong, Shanghai, BASF's plant uses all types of adhesives to stick 1/4 or 1/2 A4-sized labels on blue plastic containers. BASF's SAP system requires label information printed in Chinese and English on the same form, as well as the BASF logo, basic plant information, chemical name, lot number, material number and EAN128 code.

BASF employed bar-code printers from other suppliers, but these failed to meet the requirements of the SAP system. With merely three labels printed per minute, it was too slow and was often out of order leading to lost revenue and frustrated operators.

Results

Recommended by Printronix's local agent, the T5304r was put into trial use by BASF. Printronix offered seamless integration of the T5304 with existing SAP software, giving BASF increased speed and complete adaptability with the printing environment. The T5304 has excellent stability allowing plant operators to concentration attention on production.

Response

"Since the Printronix bar code printer was installed at BASF, very few of the operators on the plant floor ask for help to solve problems that often occurred with our previous printers."

Ms. Qiu from BASF's Logistics Department is satisfied with the quality of Printronix bar code printer and sincere service of Printronix agent