

project involvement

- design research
- industrial design
- user interface design
- engineering
- prototyping
- project management

innovations

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Hellermann-Tyton Portable Label Printer

Hellermann-Tyton, a global manufacturer of network cabling and identification solutions, looked to Brooks Stevens Design as a turnkey development resource for a new portable printing system for the creation of durable, smudge resistant, thermal transfer printed labels. The scope of the project required Brooks Stevens Design to identify and manage a third party resource to develop the printers, circuit boards, software and power management.

In an uncompromising commitment to product performance, the team developed a custom print mechanism which prints on a variety of substrates (including paper and self-laminating vinyl) at 1.5" per second, which is approximately 4x faster than tape printers. Hellermann-Tyton's Spirit printer is the only label printer in its class that features a "What You See is What You Get" (WYSIWYG) interface that will print label designs as they appear on the screen, which reduces label creation time.



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