

High quality, custom work at accelerated speeds?

How one cable assembly business offers it all with Brady automation

Much like the nervous system in humans, cables, wires and connectors move power through products to bring them to life. Often, these systems are complex and are custom-built using engineering specs — a labor-intensive, quality-driven process. Vehicles, for example, can contain 150 pounds or more of wire harness material, with over two thousand parts. So, how can cable and wire assembly manufacturers pick up the pace while still ensuring high quality? The answer lies in automation, which offers it all, according to CASCO Manufacturing Co.

Challenge

CASCO Manufacturing Co., an Illinois-based business specializing in multi-industry custom cable assemblies, wanted to tackle inefficiencies that stem from hand-applying labels. Not only was the process time consuming, it was difficult to replicate precision label placement. Plus, labor shortages can occur, which have the potential to slow down production even more. Since the company is dedicated to offering customers both high quality and quick turnaround times, a better method of identifying labels was needed. CASCO then reached out to Brady, who provided an automated solution.

Solution

To counter the labor-intensive nature of the cable assembly process, and to provide their customers with well-identified products, CASCO chose Brady's Wraptor™ A6500 Wrap Printer Applicator. Built for efficiency, this automated device prints and applies labels in less than five seconds, with precision. It turns time-consuming tasks into an automated process, saving both time and labor during production. This is just what CASCO needed in order to provide their customers the high quality and fast turnaround times they demanded.

At-a-glance

Company: CASCO Manufacturing Co.

Challenge: Low- to mid-volume manufacturer of custom cable assemblies needed to increase labeling efficiency.

Solution: CASCO added the Wraptor™ A6500 Wrap Printer Applicator, a device that eliminates labor-intensive tasks such as hand applying cable and wire identification. In just five seconds it prints and applies labels using one-step automation.

Result: After adding the Wraptor™ A6500 Wrap Printer Applicator, CASCO increased efficiency in their print and apply process by 75%. And, by eliminating the time-consuming task of hand applying labels, they also experienced a time savings of 50%. With this new device, CASCO has been able to increase their volume while still offering the high-quality and fast turnaround times their customers expect.

Results

After using the Wraptor™ A6500, CASCO was able to increase speed and provide the type of high-quality identification their customers needed. Here's a breakdown of the efficiencies they experienced:



**Higher quality,
error-free labeling**



**More efficient than
hand-applied labels**



Time savings

In addition, CASCO found that the Wraptor™ A6500 eliminated waste. For example, their old method of identification involved printing out thousands of labels and wrapping them by hand. If there was a typo, not only would the labels be scrapped, the application time was wasted too, which was costly. Currently, with the Wraptor™ A6500, they have the ability to capture data in a preset that can be used time and time again. This has improved both their quality and efficiency as it eliminates the need for rework.

According to Marty James, Vice President Operations of CASCO Manufacturing Co., the ability to adapt and be responsive to customers has been key to their success. And Brady automation has played an important role in that process. "Equipment like the Wraptor™ A6500," said Marty, "fits in perfectly and addresses efficiencies. It meets all the needs we have." As a business that specializes in small to medium runs of customized products, this device reduces steps, which allows CASCO to get the product to their customers faster — a win-win situation. And, regarding the CASCO / Brady business partnership, Marty offered, "Brady is innovative and always looking for ways to improve products. They listen to feedback and add new features to address customer needs." CASCO has since added two more Wraptor™ A6500 devices, so they speak from experience.

As the trend for more and more customization continues, cable assembly and wire harness production may need to pick up the pace in order keep up with growing demand. That's why striking the perfect balance of speed and high quality is so critical. Using Brady automated labeling solutions can assist in this process, helping to ensure loyalty among existing customers, and also to become more competitive in the marketplace.

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