

## Custom Barn Door Applicator

**Challenge:** A manufacturer was dealing with an aging square bottle label applicator that was failing almost daily, causing frequent production disruptions. Their existing service provider was costly, slow to respond, and often unable to resolve the issue, leaving the customer without a reliable solution.

**Solution:** EMP worked closely with the customer to design and implement a custom CTM barn-door label applicator tailored to their square bottle application. The system was engineered to integrate directly with the customer's existing operating system, ensuring labels were applied accurately and consistently while fitting seamlessly into their existing workflow.

**Story:** When the customer reached out, EMP focused first on understanding the operational challenges they were facing not just replacing equipment. Through ongoing communication and collaboration, the team worked with the customer to identify the best approach for reliability, integration, and long-term performance. Rather than rushing a quick replacement, EMP took the time to engineer a solution around the customer's exact requirements. The custom CTM barn-door applicator provided a dependable labeling platform, while the integration with the customer's WMS ensured the system fit naturally into their existing processes. Just as important was proximity and support. With EMP nearby and committed to responsive service, the customer gained a partner who could quickly step in when needed. The result was a stable, well-integrated labeling solution—and a reminder that the right approach to problem solving, communication, and customer care makes all the difference.

