Case Study

Finfrock realizes Return on Investment by using InfoSight Laser Printers and Metal Barcode Tags

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Finfrock Rebar Identified with InfoSight ToughTag™

Summary

Finfrock is a design build company that already had a system for identification & tracking precast concrete pieces. InfoSight, as a manufacturer of industrial marking machines, barcoded metal tags, and metal tag printers, helped them realize a return by reducing the cost of creating tags for one application by nearly 65%. InfoSight and Finfrock have worked together to expand the use of InfoSight tags in Finfrock's process by introducing a new ID tag specifically designed for precast concrete, and by using established tags in more applications.

Case Study

Finfrock is a central Florida based design build company that provides value by delivering buildings as a product rather than a series of services. Established in 1945 by Robert JD Finfrock, it has grown to employ nearly 700 people. Finfrock boasts a robust portfolio of commercial buildings from multi-family residential structures, student housing, mixed use, and office buildings to being the largest design build provider of parking structures in the United States.

InfoSight is a manufacturer of industrial marking machines, metal tags, metal tag printers, barcode readers, and custom machinery for manual and automatic identification and traceability applications worldwide. InfoSight employs nearly 70 people, most of whom are located in the Central Ohio headquarters and manufacturing facility.

Finfrock promises value to their clients and delivers on that value by closely managing every detail of the design-build process. They expect that same value from their vendors. Wayne Maiuri, Vice President of Structure Works, LLC, explained, "We look for value in what we purchase. We need to establish the ROI and how long that will take before we take on a project. If there's no return, we won't do it."

Finfrock had already designed and implemented their own tracking software, Piece Tracker, before they encountered InfoSight. The software was able to track pieces, but employees needed to make several selections through a series of drop down menus to access all of the information about a piece. By incorporating InfoSight metal barcode tags into this process, they are able to access all of the information in one click.

Ease of operation is not how they determined the investment would provide a return. Finfrock constructs buildings from pre-cast concrete, and relies on 'concrete' data to establish return. Before they began using the InfoSight LabaLase®1000 Printer, creating identification tags was more labor intensive. Finfrock determined the average production cost to be $0.45/tag. Once they began using the InfoSight printer and rewinder, the cost to produce a tag dropped to $0.16/tag. At an average tag production rate of 300 tags/day, Finfrock realized a savings of $87.00/day by using the InfoSight LabeLase®1000 Printer and ToughTags. This means that in a little under a year, the cost of the printer is recovered.

Nearly six weeks into using InfoSight's printer and tags, Maiuri says, "The tags print perfectly." He acknowledges that the printer is an industrial grade printer. The rewinder takes up the tag stock as it is printed, allowing the printer to batch print an entire roll of tags, while requiring little attention. With one successful application in place, Maiuri foresees using the InfoSight printer and tags "almost everywhere" in the company. "There are a lot of other utilizations that we are looking into."

At first, Finfrock was using InfoSight's ToughTags™ to identify and track the rebar it uses. InfoSight had recently introduced Embed-A-Tag, a specially designed stainless steel tag intended for pre-cast concrete. In March of 2019, Finfrock received their first shipment of the Embed-A-Tags. They are currently experimenting with a variety of ways of attaching the tags. Covering the entire face of the tag with silicone to hold it in

place during the pour is a solution that Finfrock has been experimenting with. The tags have a tab that can be bent 90° to be actually embedded into the uncured concrete. Alternatively, they are using silicone to attach the tags after the concrete form is completely cured and removed from the form.

InfoSight Tag applied to precast concrete products

Additionally, the State of Florida requires specific identification information to be included with some types of pre-cast concrete that Finfrock produces. InfoSight's printer and tags have made compliance to this regulation easier. LabeLase Producer makes designing the tag layout and including any barcodes or logos easy. The variety of tag attachment methods means that identification can be on one side of the tag and the compliance label can be on the other side.

 InfoSight Tag – Left: Printed Identification Information on one side, Right: State Regulation Label Applied to the reverse side.

Other applications to which they are expanding the tag use include tracking storage location, using tags to identify and select trailers & equipment, and identifying and tracking strand packs through their plant. Finfrock will be tagging monuments that

are markers for each row in their storage yard. As pieces are placed in the yard, the monument barcode is scanned, easily recording in their PieceTracker software where each piece is stored. Trailers and equipment are tagged, so that selecting trailers and logging the loaded equipment is easy. Strand is defined as an item that needs to be tracked properly in the plant. If strands are not identified or are misidentified, they cannot be used as desired. The strand tag will be duplicated with a barcoded Embed-A-Tag so that true cradle to grave tracking will be possible.

InfoSight's tags are specially designed for applications such as these. The high contrast black and white markings make the tags easily readable while the stainless steel construction makes them durable and keeps them rust free. The barcodes are easily read with any barcode reader, including smart phones. InfoSight's ToughTag™ represents an established barcoded metal tag in a new application, while the Embed-A-Tag™ demonstrates InfoSight's development of new products to be able to help all customers with difficult applications.

Finfrock promises excellence to their customers, and in return, expects it from their suppliers. The InfoSight printers and tags have performed as promised, resulting in a 65% cost reduction for the production of identification tags. The tags have proven to be useful in a variety of applications, which only adds to their value. Finfrock views the LabeLase® 1000 Printer and InfoSight's array of barcoded metal tags to be a valuable identification system that allows them to more efficiently identify and track production and equipment.

InfoSight helped Finfrock – reduce costs, increase identification & tracking capabilities, simplify regulation compliance. The return on the investment was realized in under one year.

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