

## PCI-MA Member Spotlight – December 2023

Each month PCI Mid-Atlantic celebrates a member of our precast community. These companies work collectively to educate stakeholders and specifiers to advance our industry. Associate suppliers and fabricator companies collaborate to produce and build thousands of precast and prestressed concrete bridges, parking structures and buildings annually.



### 30 years of Trustworthy Identification

Infosight is a global leader in identification technology. Our specialty lies in creating innovative identification solutions for harsh environments, improving safety outcomes, enabling traceability, and adding value for our customers. Our equipment and machinery include dedicated 360° support, unparalleled durability, and a commitment to excellence.

### Products and Services

The concrete and construction industry has a lot of moving parts. Accurately tracking steel, concrete, and other parts through the construction process is extremely important for managing both time and money. Whether you need metal barcode tags or embedded concrete casting identification, InfoSight has you covered.

InfoSight's industrial tags survive in environments that destroy paper, vinyl, and plastic labels. Our tags, made in the great state of Ohio, survive extreme heat, caustic and acidic immersion, heavy abrasion, and intense weathering caused by oceanic and UV exposure.

Our tags can be printed uniquely or uniformly with text, logos, and multiple barcodes. They are available nicked and notched in varying lengths for easy break-off. We also offer a wide variety of attachment options to fit your application.





## Case Study:

---

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

InfoSight Corporation  
20700 US Highway 23  
Chillicothe, OH 45601  
740-642-3600  
[www.infosight.com](http://www.infosight.com)

FINROCK  
2400 Apopka Blvd  
Apopka, FL 32703  
407-293-4000  
[www.finrock.com](http://www.finrock.com)



Finrock Rebar Identified with InfoSight ToughTag™

## Summary

---

Finrock is a design-build company that already had a system for identification & tracking precast concrete pieces. As a manufacturer of industrial marking machines, barcoded metal tags, and metal tag printers, InfoSight helped them realize a financial return by reducing the cost of creating tags for one application by nearly 65%. InfoSight introduced what would become their [Embed-A-Tag™](#) into Finrock's process.

InfoSight helped Finrock reduce costs, simplify regulation compliance, and increase identification and tracking capabilities.

**The return on the investment was realized in under one year.**

## Case Study

---

Finrock 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 Finrock, it has grown to employ nearly 700 people. Finrock 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.

Finrock 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."

Finrock 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. Finrock constructs buildings from pre-cast concrete, and relies on 'concrete' data to establish return. Before they began using the InfoSight [LabelLase®1000 Printer](#), creating identification tags was more labor intensive. Finrock 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, Finrock realized a savings of \$87.00/day by using the InfoSight [LabelLase®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."

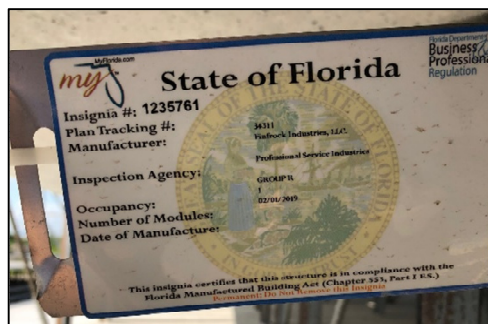
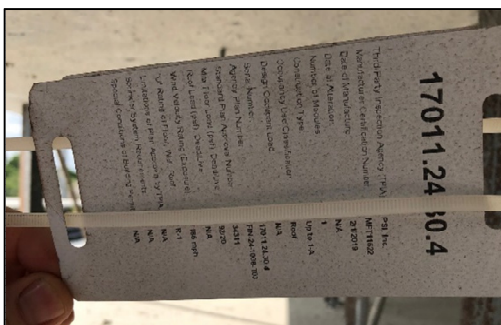
At first, Finrock was using InfoSight's [ToughTags™](#) to identify and track the rebar it uses. InfoSight had recently introduced [Embed-A-Tag™](#), a specially designed stainless steel tag intended for pre-cast concrete. Finrock ultimately made the switch to [Embed-A-Tags™](#) as they began experimenting with a variety of ways to attach the tags.

Initially, Finrock experimented with covering the entire face of the tag with silicone to hold it in place during the pour. The tags have a tab that can be bent 90° to be actually embedded into the uncured concrete. Alternatively, they used silicone to attach the tags after the concrete form is completely cured and removed.



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 Finrock produces. InfoSight's printer and tags have made compliance to this regulation easier. **LabelLase® 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 they expanded the tag use into include tracking storage location, using tags to identify and select trailers & equipment, and identifying and tracking strand packs through their plant. Finrock began 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.

Finrock 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. Finrock 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 Finrock reduce costs, simplify regulation compliance, and increase identification and tracking capabilities.**

**The return on the investment was realized in under one year.**

**Interested in beginning your own case study, or learning more about InfoSight's identification technology and tag solutions?**

**[Contact Us](#) to reach your local representative.**



InfoSight

# WE BARCODE DIFFICULT STUFF®



LEARN MORE

Trusted Identification Solutions for the Concrete Industry



#### Embed-a-Tag™

Identification asset tags for precast concrete products



#### PermaLabel®

Tags for assets requiring long-term identification



#### ToughTag™

Ideal indoor/outdoor asset identification tags



#### Labelase® 1000 Tag Printer

Fully automated desktop printer for coated metal tags

*Get customized, pre-printed tags or print on site and on demand at your facility!*

*Come see us in **booth #1700** at THE PRECAST SHOW in Colorado!*