# Making their mark: NSRW brings printing in-house to improve efficiency

## Highlights:

- NSRW wanted to bring labeling in-house to improve efficiency

- NSRW selected the Phoenix Contact TOPMARK NEO, the fastest printer in its class

- The TOPMARK NEO makes it easy to identify terminal blocks, IP addresses, device functionality, and more

- The laser printer has improved efficiency and helped NSRW reduce delivery times

*"We can just load the blank material into the printer, and it prints it out beautifully"*

**Chris Cole, Weld Engineer**

## Challenge:
### NSRW

NSRW is a full-service copper and resistance specialist that can assist in any stage of the welding process. NSRW stocks copper alloys, refractory metals, and welding components and parts. Additionally, NSRW operates an on-site machine shop to design, build, or rebuild welding equipment and tooling (Figure 1).

"We predominantly serve the automotive industry, but we also work with people that make steel cabinets, farm equipment, and the aerospace industry. I think it's unique as it's a female-owned company," said Chris Cole, weld engineer at NSRW.

Chris explained, "NSRW is very efficient. We always work with the customers to deliver what the customer wants. We'll provide solutions, whatever your welding needs are. If you have a



**Figure 1:** NSRW is a full-service copper and resistance specialist that can assist in any stage of the welding process.

problem with something, we have experienced engineers and sales staff to help make changes to your products to make your systems far more efficient."

## Challenge:
### Improved efficiency through in-house labeling

NSRW was looking for ways to improve efficiencies. Chris explained, "We manufacture and recondition machines. So when a customer calls in, they might have a machine that's been running for a long, long time. Some of these machines date back to the 80s and 90s. Technology back then wasn't the greatest or most efficient. We'll strip the machine apart, change out components, and make it electrically more efficient, a more efficient weld, better quality with a better lifetime."

They had previously outsourced marking and identification to another company, but they now wanted to bring that service in-house. NSRW had been using a printer from another manufacturer, but it was very time-consuming. Chris said, "We had to print it out on a piece of tape and then cut it to size, and it didn't always look the neatest."

## Solution:
### Lightning-fast laser printing

NSRW selected the TOPMARK NEO from Phoenix Contact. The TOPMARK NEO is the fastest desktop laser printer in its class (Figure 2). Its range includes more than 650 materials, including stainless steel, for labeling terminal blocks, conductors, cables, and devices. It is easy and intuitive to use.

With the NEO, NSRW can print not only its own stainless steel and aluminum cabinet labels, but can also print Phoenix Contact terminal blocks. They were very impressed with the laser printer's speed and print quality.
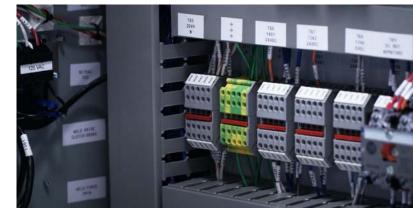


**Figure 2:** The TOPMARK NEO is the fastest desktop laser printer in its class.

"With Phoenix Contact, we can just load the blank material into the printer, and it prints it out beautifully," said Chris. "It comes out so neat, and it's so repeatable. We use it for printing the labels for the terminal blocks. We've also got labels to identify IP addresses, the functionalities of the device, and the specification of that machine" (Figure 3).



**Figure 3:** NSRW uses the NEO to print different types of labels, making it easy to identify terminal blocks, IP addresses, device functionality, and more.



**Figure 4:** NSRW uses a variety of Phoenix Contact terminal blocks and fuse holders, including the QUATTRO series.

NSRW also uses a variety of Phoenix Contact terminal blocks and fuse holders. "We use the QUATTRO series, either as the two terminals or the four terminals. We find the four-terminal version very useful, as we can have four wires in one terminal block, and then we'll put a joining link. So instead of a long strip of terminals, we can do something in a very narrow space inside the panel," Chris said (Figure 4).

## Results:
### Efficient, accurate, and neat

"Phoenix Contact's laser printer really helped us with efficiency, accuracy, and neatness. We were spending $1,500 or more on projects," Chris concluded. "With the laser printer, we've cut that cost down, and now I can make it on-site instead of waiting for extended delivery times. In just 25 to 30 minutes, we're done with the whole thing."

[Watch a video about the application here](#).