



Drive towards a high-quality output

Monrone Color Label Printing Solution for the Automotive Industry

What if you could print customized, color-coded, and high-quality Monrone labels right at your production line? Invest in an efficient and modern printing solution to get all this and more.



What if you could...

- Integrate efficient HP LaserJet printers and multifunction printers (MFPs) in the production line with no external server requirement?
- Simplify compliance with label regulations for fonts and density?
- Enable customization by using color to increase market impact?
- Reduce labor cost by applying labels directly during the production cycle?
- Gain the flexibility to reprint labels on demand for dealer exchanges?

Monrone Color Label Printing Solution for the Automotive Industry

Automobile manufacturers are challenged to comply with the U.S. law requiring them to supply each new car or truck with a Monrone label, or window sticker, which provides important information on the vehicle.

In many cases the information found on the label lives in an IBM mainframe environment. This poses a problem for automobile manufacturers, as the native data streams found with IBM hosts are designed to communicate with limited functionality printers, not the more robust printers found in your office environment.

What's more, the opportune place to print Monrone labels is right on the production line, as one of the final steps in the production process. You can imagine the importance of getting the process right, with no margin for error. A malfunction in the label output process could potentially bring an entire production line to a screeching halt.

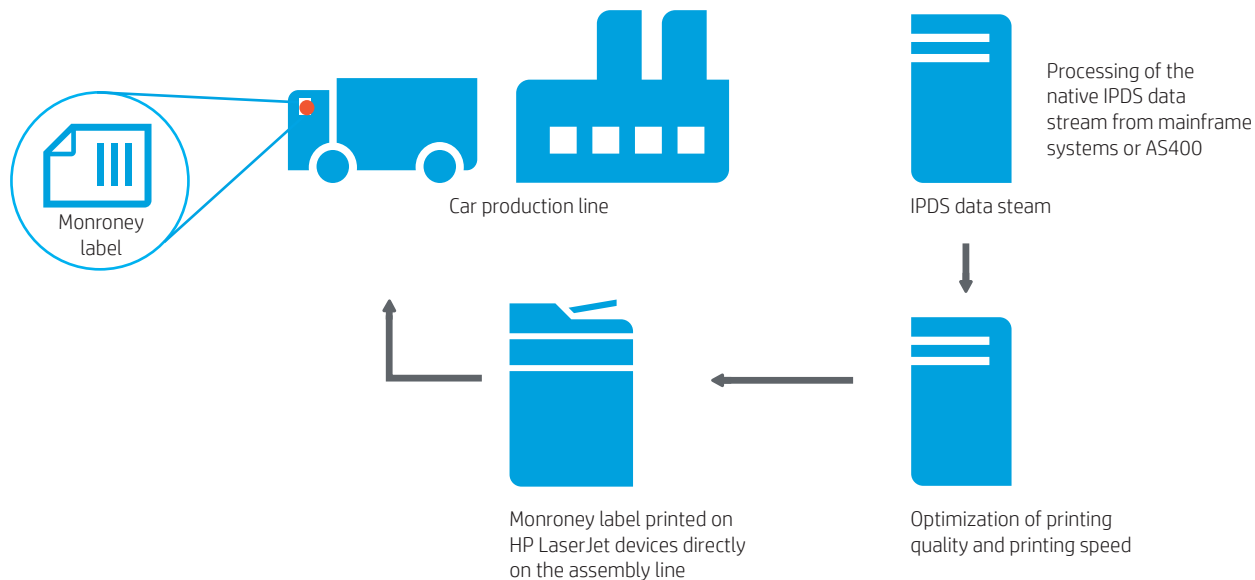
Solution at a glance

HP delivers a seamless, turnkey solution for printing compliant, high-quality, color Monrone labels for vehicle production. This solution, powered by affordable, reliable HP LaserJet devices, enables your company to output Monrone stickers at the most efficient point from a process standpoint, right on your production line.

The Monrone Color Label Printing Solution for the Automotive Industry transparently converts the data streams from IBM hosts to the Printer Command Language (PCL) used in HP hardware. The solution is embedded in your HP devices for direct connectivity to your IBM host systems, with no external server requirements.

This means you can now bring the advantages of HP print quality and reliability to your Monrone label printing process. You gain the capability to produce customized, high-quality color labels, with fonts tuned to match your requirements, directly on your production line.

Monroney Color Label Printing Solution for the Automotive Industry



HP at work around the world

A global automobile manufacturer wanted to replace its aging IBM printers with a more cost-efficient, turnkey solution for printing Monroney labels on its production lines. The company found the answer in HP LaserJet devices and the Monroney Color Label Printing Solution for the Automotive Industry. The solution allows the manufacturer to print high-quality, compliant labels, complete with customized fonts, on its production lines. The HP LaserJet devices output each label reliably, in a matter of seconds, while standing up to the unique demands of an automobile manufacturing environment, including high humidity.

Why HP?

For more than 50 years, HP has been partnering with leading manufacturing and distribution organizations, supplying the technical expertise and business savvy required to position these companies at the forefront of innovation. Today, industry analysts rank HP as a leading provider of information technology and services to the manufacturing and distribution industry. In fact, 10 of the top 10 automotive manufacturers¹ and 8 of the top 10 oil and gas companies are HP Managed Print Services clients.²

We will take the time to understand your specific needs and create a plan to help optimize your fleet, ensure data and document security, and manage your evolving workplace.

Get started

Contact your local HP representative to:

- Set up a workshop to assess your specific business needs.
- Establish a plan to implement the best solution for today and into the future.
- Identify an environmental approach that can help your organization save money.

Learn more

hp.com/go/mdiworkflow

¹ Based on data from the 2016 Forbes Global 2000.

² Based on data from the 2016 Fortune Global 500.

Sign up for updates
hp.com/go/getupdated


Share with colleagues

