



## SPOT LIGHT

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## Sony Authorised Service Centre Takes Extra Care with Delivery

At Sony's Authorised Repair and Service Centre in Bridgend, South Wales, Huw Daniel is responsible for ensuring that the plasma screens they collect and deliver from Sony distributors around the country are not damaged in transit. Typically, 40-50 panels are moved around each week, including to and from the main Sony depot in Belgium.

"Although the panels are packed well, they can get some pretty rough handling as they are being shipped," explains Huw. "We needed a system that would alert the operators that we were effectively monitoring how the boxes were being treated and could pinpoint if any damage had been caused to a shipment. The boxes containing the panels need to be kept upright and any impact can affect both the panel housing and the workings of the product."

Lamerholm Electronics had just the solution. Their ShockWatch range of damage deterrent labels is sold to provide a highly visible and cost-effective solution for monitoring goods in transit. Two of the ranges were chosen to go on the Sony plasma panel boxes. ShockWatch is a self-adhesive label that, when attached to goods, indicates when it has been exposed to impact. The labels use state-of-the-art technology once activated cannot be reset or removed. TiltWatch was used to help solve the tipping problem. TiltWatch is a simple to use but effective system for indicating when goods, that should remain upright, have been tilted. With a simple one-step application, the TiltWatch device is automatically armed when the adhesive backing is removed. Once stuck onto the package it cannot be reset but is unaffected by normal handling conditions. The indicator on the label will change to red if shipments are tilted over 80°.

"The use of the labels has really helped us reduce the amount of damage to the products in transit," says Huw. "We were aware of the ShockWatch impact labels but the TiltWatch was new and has been a great asset. When attached to the shipments, the handlers are aware that they are being monitored and more care is taken. It is a good aid to be able to follow the products throughout the handling process."

### Further Enquiries:

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