



am LABELS Limited

SUMMER 2008

Welcome

From the beginning AM Labels Limited (AML) has been passionate about customer service. From the time of purchase, right through the life of the product, your relationship with the company is our key priority.

Our customer service team is highly focused to meet your every need and driven to succeed in retaining your business in this highly challenging and competitive environment. We push hard to make a difference and to help your business succeed. Our goal is achieved through total commitment to providing the very best quality product and service and the adoption of the pursuit of excellence in everything we do.

You will find lots of hot products and exciting new systems to help support your business, and ensure you can operate more efficiently. It is our goal to continually expand our portfolio and to offer complete solutions. We have introduced a range of new software products including asset tracking, stock control, field sales and delivery, offering you even more powerful solutions.

Try out our new e-commerce website and its raft of new and innovative features. Proudly, we are the first company in the Auto-ID industry to add a compare feature – great when you are not sure which product best suits your needs. And, for the first three companies that contact us to set up their very own online account we will discount your first order.

We thank you all for your support of AML over the last twelve years'. We promise we will continue our uncompromising approach to quality, service and reliability for the benefit of all our customers, to provide us all with a guarantee of future success.

IN THIS ISSUE.....

- *Welcome to the AML newsletter*
- *Brand new e-commerce website launched*
- *Product focus - the latest products from our portfolio*
- *An insight into how AML has provided solutions across a variety of businesses*
- *Get to know the AML team, and put faces to the people who work to solve your bar coding and labelling queries*

AM Labels Limited, Unit G, Northfield Point,
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Email: sales@amlabels.co.uk
Web: www.amlabels.co.uk

Pass Stock Control Software

PASS Stock Control manages stock at every stage from goods inwards to dispatch.



Key Benefits:

- Automates booking in, picking and dispatch
- Provides an extensive range of reports, including stock reports, back order reports and picked items reports
- Invoice customers for credit or cash sales
- Increased efficiency and automation with optional handheld terminals

Prices from £487.35

Pass Asset Software



PASS asset tracking software is designed to save time and money, reducing equipment losses, improving equipment maintenance and control of new purchases.

Key Benefits:

- Simply tracks assets using barcode technology
- Full visibility, recording information of the last location and keeper
- Audit function to track location and condition of assets

AML supplies a complete solution including barcode labels

Prices from £438.75



www.amlabels.co.uk

AM Labels Limited launch a completely new state-of-the-art e-commerce website at www.amlabels.co.uk

Specifically designed to provide customers with a fast, hassle free method for ordering labels and barcode solutions online, the new site boasts a clean, fresh look. New innovations and information available include:

- An improved search function
- Fast loading pages
- Streamlined checkout process
- Enhanced user navigation, speed and ease of use

- Wide variety of images, data sheets and specifications available
- First Auto-ID company to have a compare function

You can now have your own dedicated online account for custom products with full access to order at anytime. And, of course, you will be able to review your order status and order history at the touch of a button.

The first three companies to order using their new online account will attract a 10% discount on their first order.

Contact customer service to set up your account.

For more complex requirements a dedicated solutions section identifies the best package for your company. Our friendly in-house technical support team will talk through your requirements for a totally tailored solution.

Visit the new website to sign up to receive the regular newsletter, or for comprehensive information on all AML products and solutions, the latest offers and deals at www.amlabels.co.uk

THE WORLD'S FIRST 3.5" SCREEN ALL-IN-ONE PDA CELL PHONE AVAILABLE NOW



AM Labels Limited brings you the world's first 3.5" screen all-in-one PDA cell phone, by Bluebird. Offering powerful functionality and integrated GPS receiver with worldwide navigation capability along with the large 3.5" screen, the Bluebird PDA is perfect for sales and mobile staff where the automation of business processes is imperative.

Features include:

- Compact and sleek design with large 3.5" TFT LCD screen
- Embedded GPS with the latest SiRF III Chipset
- A high capacity battery allows a maximum life of 7-hours
- Multi-communication methods – GSM, GPRS, Bluetooth and WLAN
- Windows Mobile 5.0 operating system
- Highly functional 1.3 mega pixel camera

Ideal for tracking electronic ticketing, product data, customer/patient information and provides efficiency and ultimate convenience to users at hospitals, shops, banks and facility inspection purposes - and much much more!

Prices from £428.40

For more information please call our customer service team.

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Make Mobile Sales a Piece of Cake

Galvey Ltd formed in June 2007 as a result of Manor Bakeries decision to franchise its sales and delivery operations. Galvey provide a delivery service selling cakes, drinks, sweets and bread products to hospitals, retail chains, airports, colleges and corner shops.

Galvey required a field sales system to support their new business delivering perishable goods. Unable to use the existing Manor Bakeries system, the company required a cost effective van sales system.



AML fully analysed Galvey's requirements and in particular the invoicing requirements of Manor Bakeries. FIELDlink software was recommended, a unique van sales system for mobile sales workers. FIELDlink carries

out a full range of transactions at the point of sale, and communicates the information wirelessly to the FIELDlink back office system.

The key benefits delivered included:

- *Reduce the burden of manual paperwork*
- *Increase data accuracy and reduce administration costs by eliminating manual data entry*
- *Enhance visibility of your business information with comprehensive reports*
- *Increase your customers confidence with a secure system for your business*

Lawrence Varga, Director of Galvey explains: "We chose FIELDlink software because it fitted our needs cost effectively. The team at AML has been incredibly supportive and they have been able to give us all the help we needed; as a start-up company this is imperative.

It would be totally impractical if every driver had to calculate every invoice manually using a calculator. The software saves us the burden of miscalculation, human errors and paperwork, inevitable with a manual system. Not only does FIELDlink give us a comprehensive route accounting system, saving us valuable time in calls, it adds tremendous customer confidence, providing a secure and accurate system."

Success for Kingsland Wines & Spirits

Kingsland Wines & Spirits (Kingsland) is the largest independent bottler of wine and spirits in the UK.

Kingsland already had a system for identifying wine boxes using an in-house screen-printing process. This was slow and expensive and resulted in a high level of wastage.

AML developed a label applicator for labelling the front of wine cartons to the company's exact requirements. Successful implementation resulted in a further four systems being supplied to automate additional production lines. AML provided a complete solution including Zebra printers and re-winders for off-line label printing. Benefits of the new systems include:

- *Increased productivity, faster and more efficient production*
- *Reduced carton wastage*
- *Dramatically reduced consumable costs*

Nigel Smith, Company Engineering Manager at Kingsland, commented: "Taking into account the consumables that are required for each system, the cost savings have been tremendous. We have saved £20,000 per year based on 3.25 million labels by converting to online labelling."



AML Cooks Up Complete Solution For Cereform Europe

Cereform Europe is a leading manufacturer and supplier of bakery ingredients to the baking industry throughout Europe.

The challenge was to create a standardised labelling solution across Cereform's three manufacturing sites, incorporating a centralised database to ensure consistent labelling and content in line with new government regulations.

AML provided a complete solution including high performance Zebra printers and labelling software. A new label format and database was developed allowing central management and control of the entire labelling process.

AML helped Cereform to plan and implement the changeover and conducted on-site training for a smooth transition. With the benefit of on-site maintenance contracts, Cereform has added reassurance and peace of mind.

Key Benefits:

- *Consistency and control of labelling and packaging across all sites*
- *Centrally held database for control, maintenance and updates*
- *Increased brand awareness and strength through clear and consistent labelling*
- *Reliable industrial printers for a production environment*
- *Ease of use supported with on-site maintenance*



MEET THE CUSTOMER SERVICE TEAM

Back Row, From Left to Right: Laura Kwah, Alex Harbour, Tony Mariani (MD), Andy Calvert, Front Row, From Left to Right: Charlene Slaven, Lindsey Upward, Vanessa Raby, Jacqueline Mariani

COMPETITION SPOT



Win an iPod shuffle!

You can enter in two ways:

By post: Send your name, address, email address and telephone number to: AM Labels Limited, Unit G Northfield Point, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9QJ

Online:

www.amlabels.co.uk/Special_Offers/Competition.html

and follow the instructions.

Closing date is 30th June 2008

For full terms and conditions please log on to:
www.amlabels.co.uk/Special_Offers/Competition.html

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