# PHOENIX EVOLUTION TAPE DISPENSER

#### THINKING OUTSIDE THE BOX

At McDonald Company Machines thinking outside the box isn't a catch phrase, it's our mission. We are committed to developing the most innovative tape dispensers that insure your products reach your customers securely.

From the introduction of the Phoenix E-1 in 1996, MCM has revolutionized the industry. The Phoenix E-1 eliminated over half the wear parts found on the leading dispensers of that time.

The Phoenix E-2 again changed the way cartons were sealed. Only the E-2 comes equipped with a photoelectric sensor that allows for hands free tape on demand. The operator presets a length of tape with the touch of 2 buttons. Once set, the operator does not have to touch the machine again.

Once more, McDonald Company Machines is at the forefront of innovation in tape dispensing technology.

EVOLUTION. By adding the capabilities of an ink jet printer to the advantages of water-activated tape, McDonald Company Machines proves again to be the innovative leader. With the ability to print messages directly onto your tape, you can eliminate the use of labels, stencils, contact coders, and pens & markers. The Phoenix Evolution is a powerful tool that enables you to change messages whenever you wish with the

detachable hand held controller.

Easily display information like

company name, product ID, date

code, expiration date, etc. Or any information that makes shipping easier for you or receiving easier for your

customers.

For more information please call your local Phoenix distributor (information on back of brochure), or check us out on the web at mcdonaldco.com

Introducing the NEW

PHOENIX®

EVOLUTION

Improved ProductivityThrough Innovation

**FVOLUTION Electronic Print Engine** Electronic Key Pad for tape lengths **Print Custom** Messages Instantly: SKU Date Code Security Promotional Whatever Your Needs Electronic Eve technology for hands free dispensing Optional Key Pad

Programable Keyboard to change your message

instantly

for additional lengths

**PHOENIX** 

### THE BENEFITS OF WATER ACTIVATED TAPE

#### LOWER PER CARTON SEALING COSTS

 Multiple strips of plastic tape costs more to use per carton then a single strip of water-activated tape

### FASTER THAN PLASTIC TAPE, STAPLES, OR GLUE

 Tests show that you can seal 40% more cartons with water-activated tape than with plastic tape. Even if you ship just a handful of cartons per day, water-activated tape enables you to get last minute orders out on time!

#### NOT AFFECTED BY TEMPERATURE

 Once you seal a carton with wateractivated tape it stays sealed! (Even in hot or cold environments)

### DISCOURAGES PILFERAGE WITH A TAMPER EVIDENT SEAL

 When your carton leaves it is handled on average 7 times before it reaches your customer (water-activated tape bonds with the carton to form a tamper evident seal and if removed, the carton is clearly damaged)

#### OVERFILL/UNDERFILL CARTONS

• If your cartons are sometimes overfilled, it can be even more difficult for
plastic tape, staples, or glue to
quickly and securely seal the carton.
Not so with water-activated tape.
Water-activated tape, when used with
a superior tape machine such as the
Phoenix, quickly tacks down to the
carton. Do your cartons sometimes
have underfill situations? This is
when the carton flaps can be pressed
down. Plastic tape quickly gives way.
Only water-activated tape holds
loose flaps securely.

## SHIP LIKE A PROFESSIONAL

Your package is a reflection of your company. It may be the only thing that your customer will see.

Does your package look like this?



When it should look like this?



### FIND OUT MORE

FOR MORE INFORMATION PLEASE CONTACT:



555 Sunshine Rd Kansas City, KS 66115 913-371-0777



PLEASE CALL FOR A FREE DEMONSTRATION



PHOFNIX ELECTRONIC TAPE MACHINES ARE MANUFACTURED BY www.mcdonaldco.com