

# Complete solutions for customized identification systems

ADR develops and produces customized identification systems with printing and dispensing solutions from NOVEXX Solutions

## BACKGROUND

The mechanical manufacturer ADR AG is considered as one of the largest manufacturers for manual and automatic packaging, printing and labeling systems.

Thanks to its many years of experience and extensive know-how in the analysis and development of extremely compact solutions, ADR has positioned itself as one of the specialists for customized labeling solutions.

Numerous large cooperations as well as small companies from a wide range of industries, such as food, automotive or pharmaceutical, already benefit from the high-quality and space-saving special designs for product labeling. From analysis to development, customers always receive the best support and consulting.

The cooperation between NOVEXX Solutions and ADR AG exists since 2018.

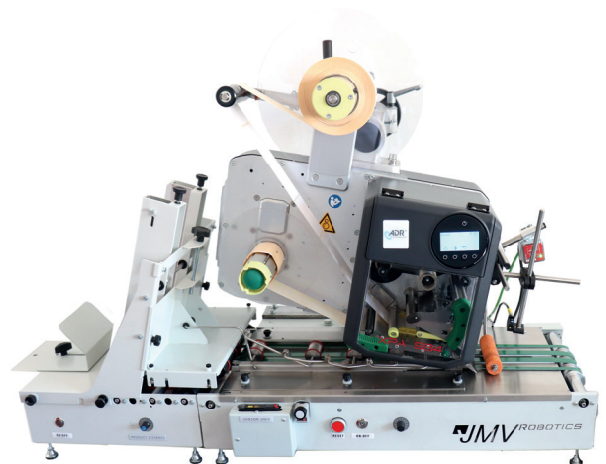
## THE CHALLENGE

For the development and production of compact customized identification systems, ADR requires reliable, powerful and easy-to-install printing and labeling systems that are able to meet a wide range of customer requirements with maximum precision.

While the focus is always on dispensing accuracy, the spectrum of challenges varies from simple print and dispense solutions to complex identification processes.

## THE SOLUTION

For the integration of print and labeling systems ADR trusts in the high-quality identification solutions of NOVEXX Solutions. With the high-performance XPA 93x Print & Apply Systems, such as the XLS 2xx high-speed Labeler, ADR is always up to date and is able to provide ideal complete solutions with precisely fitting components. In this way, customers receive high-performance complete systems which, despite their small size, are tailored to individual needs and impress with maximum user-friendliness, outstanding print quality, maximum uptimes and a precise application.



**„Due to the integration of NOVEXX Solutions products, we are able to offer the ideal identification solutions which fit perfect to the customers needs and guarantee maximum performance.“**

LARS CHRISTOPHERSEN, SALES MANAGER ADR AG