

From Herbert With Love

INTRO MUSIC (fading into SFX, and out at Q's "Ah 007")

SFX : Random mechanical noises from the Herbert development area.

Q: Ah 007. There's a new toy I'd like you to take a look at. The chaps at Herbert have developed something a bit special.

Bond : What is it Q?

Q: It's a Herbert HC3600 chemi-thermal print and apply label system. In the right hands it ensures fast and efficient labelling of a variety of products.

Bond : I see.

Q: An example, 007. Brace's Bakery. A leading Welsh independent. £8m turnover. Crusty bread, rolls, packaged cakes, trays of doughnuts...it's a pretty smooth operation.

Bond: Quite frankly Q, it sounds like the best thing since sliced bread.

Q: Ah yes, they do that as well. They supply to corner shops, other bakers, their own ten shops in Gwent, and to a well known supermarket.

Bond : It sounds like this bakery takes a leaf out of my book Q.

Q: How's that?

Bond: It knows how to rise to the occasion.

Q: Precisely 007, and that's partly thanks to this piece of kit, because all product labels require different combinations of information.

It's average speed is 35 to 40 packs a minute, but it's capable of up to 150. But even at speeds like this, an intelligent print head system guarantees high print quality, and that mechanism is quick release for ease of cleaning.

Bond: Cleaning Q?

Q: (Sigh) Never mind 007. Now look, in the bad old days when this bakery had an applicator with a date coder, they were running up to 60 different labels. Now they only need one. They don't have to rethread, or take labels off machines. It has saved them labour and money...Pay attention 007!

Bond: Sorry Q.

Q: And once basic data has been programmed into the machine, it's easy to key in new products. Ultimately, it speeds up production. Got that 007?

Bond: This labeller should get me out of a few sticky situations.

Q: (Wearily) Very good Bond.

END STING