

## **Robinson Tape & Label Expands Manufacturing Facility**

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In spite of the economic downturn, Robinson Tape & Label, a Branford, CT label manufacturer, has expanded its physical plant by almost 40 percent. The newly acquired, now customized addition is being utilized for both manufacturing and office operations. This is the third expansion for Robinson Tape & Label, a privately held company, founded in 1970.

Robinson Tape & Label manufactures labels on rolls for diverse industries including consumer products, hardware, electronics, food and beverage producers, nutritional supplements, chemicals, medical devices, automotive, and UL approved products. “Most of our customers are based in the United States. Many of their products are exported all over the world,” explained Ed Pepe, President of Robinson Tape & Label. “By serving such a wide range of industries in various geographic areas, we are able to remain productive, even in difficult economic times,” stated Pepe. “Although, we have to be even more diligent to make sales happen, it is not an easy task. “

“Our company is committed to embracing new technologies and the continued training of employees, in order to increase efficiency, offer innovative new products, to save customers money, and to be an excellent source of knowledge for our customers. We serve as advisors and consultants, to help design solutions to meet very specific business applications. No two customers are exactly alike. Every customer’s business is unique. Our willingness to cater to these situations has helped us to grow to what we are today,” explained Pepe.

In addition to manufacturing labels, Robinson Tape & Label also distributes industrial packaging products, packaging machinery, and automated packaging systems.

Customers can log on to their own customized product database on the Robinson Tape & Label website to place orders, view purchasing history, check order status and more. Their goal is to do everything they possibly can to help customers to order quickly and get vital information right away. Industries across the board expect this, and Robinson Tape & Label will continue to strive to exceed expectations.

For Further Information Please Contact:

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