

# 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.

## INTRODUCING THE PHOENIX 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](http://mcdonaldco.com)



## Introducing the NEW



# EVOLUTION

Improved Productivity Through Innovation



# THE BENEFITS OF WATER ACTIVATED TAPE

## LOWER PER CARTON SEALING COSTS

- Multiple strips of plastic tape costs more to use per carton than 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 water-activated 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 over-filled, 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:**



**PLEASE CALL  
FOR A FREE  
DEMONSTRATION**



**PHOENIX ELECTRONIC TAPE MACHINES ARE MANUFACTURED BY** [www.mcdonaldco.com](http://www.mcdonaldco.com)