

# MARKSTREAM™

## OPTIMIZATION SOLUTIONS

by Westmark Industries, Inc.

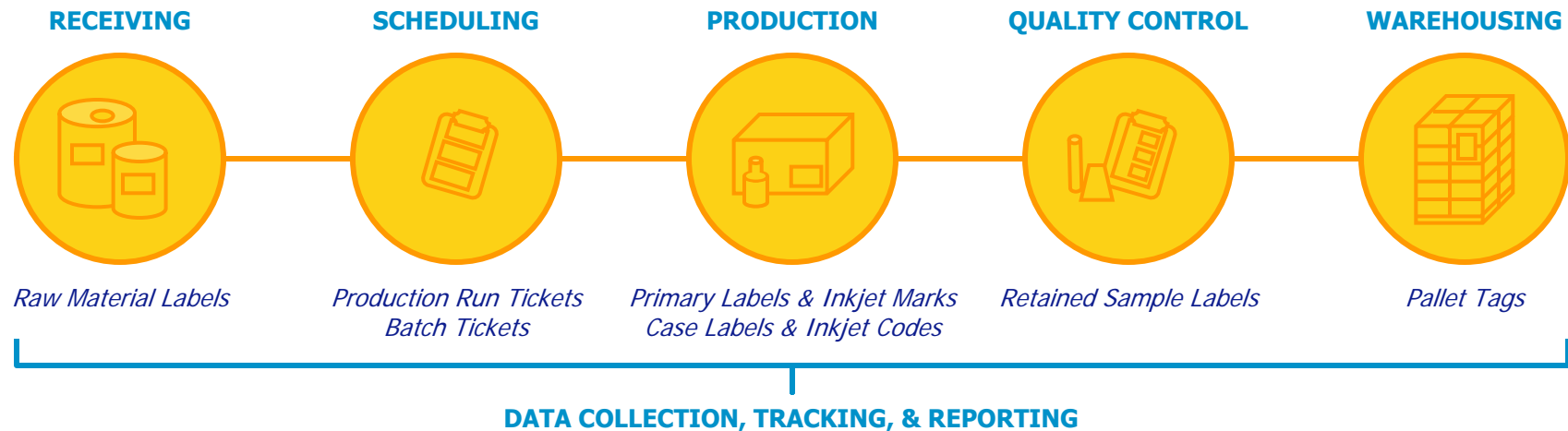
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### What is a MARKSTREAM™?

A MARKSTREAM™ is made up of all identifying marks, labels, barcodes, and corresponding data required by a manufacturer from receiving through production and shipping for product identification and traceability. This includes such items as lot codes, product UPC labels, dates codes, case labels, pallet tags, and production reports.

### What is MARKSTREAM™ OPTIMIZATION?

MARKSTREAM™ OPTIMIZATION is Westmark's methodology based on more than 20+ years in the marking business for analyzing company operations in order to design, recommend, and implement the most effective and functional MARKSTREAM™ solutions possible. Integrated solutions may include thermal printers, automated labeling equipment, stock and custom labels, barcode scanners, inkjet coders, and Westmark's own MARKSnMORE™ Software – a key component for seamlessly managing the entire MARKSTREAM™ while collecting and tracking critical data every step of the process.



**With a designed MARKSTREAM™ solution implemented by Westmark Industries manufacturers benefit from improved labeling compliance, reduced errors, guaranteed data integrity from product to case to pallet, and improved overall production efficiency.**



6701 S.W. McEwan Road  
Lake Oswego, Oregon, 97035  
Toll-Free: 800-275-2228  
[www.westmarkind.com](http://www.westmarkind.com)