



STEVEN  
LABEL

*Innovative Technology  
Focused on Customer Needs.*

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## PRESS RELEASE

### **STEVEN LABEL USES RUBBER KEYPAD TO MEET CUSTOMER DESIGN NEED**

*For Release on or after August 1, 2010*

Santa Fe Springs, CA

Rubber keypads are compression-molded silicone rubber actuators which offer a different look and feel to polyester and polycarbonate membrane switch overlays. Recently, a medical device manufacturer was developing a unique hand-held surgical device. Steven Label engineers assisted in creating a solution, incorporating a rubber keypad, that not only worked but met difficult delivery requirements.

First articles were received by the customer within three weeks of their proof approval. And, production of 30,000 units was set in place to insure timely introduction to the marketplace. The effort, commitment, and solution, provided by Steven Label, is another example of how being service oriented and engineering focused make the company an important partner in new product creation.

The company is especially qualified to work with engineers and designers in the development of applications utilizing this technology. Please contact Steven Label for further information.

Steven Label has been manufacturing labels for nearly sixty years. With factories in the U.S. and Mexico, the company has silk screen, flexo, digital, off-set and hot stamp printing capabilities. ISO certified and FDA approved, Steven Label produces overlays and nameplates, bar-coded and variable data labels, insulators and shields, point-of-sale, thermal transfer, domed and UL/CSA labels.

#### **STEVEN LABEL CORPORATION**

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#### **FOR MORE INFORMATION, PLEASE CONTACT**

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