



The DATA CAPTURE Report

Since 1977, the premier management & marketing newsletter of automatic data capture: Bar Coding, RF and related technologies.

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Special SCAN: The DATA CAPTURE Report Reprint

Dynic USA's Frank Ward Sees A different Side of The Market

When we posed our list of questions to **Dynic USA** VP of Marketing, Frank Ward, the first thing he told us was that the company's business was "challenging but profitable." He also added a number of alternatives to his competitor's views.

Ward told *SCAN/DCR*, "We have not been hit as bad as the hardware vendors. In general, sales are down a bit due to the economy. However, even if consumers decide to opt for cheaper products to save money, those cheaper products need labels. Our sales are strong, just not as strong as we would like them to be.

Continuing, Ward stated, "Lower petroleum prices have helped, but we did not increase prices when they went up last year, so we're not decreasing our prices now. This is still a very competitive market, and I don't see that changing anytime soon. Our competitors are good



Frank Ward, VP of marketing, Dynic USA.

companies with decent products. Our differentiator is that we believe we have the best wax ribbons in the industry. And, we offer excellent service, which you don't see from some of the low-end providers in the market. The big players, who are our true competition, are honest and aggressive. Dynic just has to do a little better."

RFID—no affect on TTR sales

Ward told us that RFID really hasn't had any affect on Dynic's sales. Our forte is in wax/wax resin, and users still need thermal transfer printed labels. The bar code and thermal transfer market is leveling out, but there are still sales to be had. I am not sure what the next great market will be."

New markets

Ward said there are emerging markets for TTR, but he wasn't willing to share what they are. However, when we pressed further, he agreed with us that healthcare and other "necessary" markets are providing lucrative opportunities. When we say necessary, we are talking about things like food, medications, perishable goods—things people have to have."

Challenges

"Our biggest challenge comes from competitors outside the United States and Europe. These low-

end vendors are keeping prices down by creating an over-capacity of ribbons on the market. To compensate, we have created strong alliances with several large companies and distributors.”

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**Frank Ward,
Vice President of Marketing,
Dynic USA.**

Closing

Looking to the future, Ward reiterated that he believes bar codes—and subsequently TTRs—will be around for a long time. “Something else will come along, but I don’t know when. It would take a huge investment to replace all thermal transfer technology, so I believe we have a solid market with steady growth potential. Like the auto industry, it knew it had to change, but it didn’t have the money to do so.”

Closing, Ward stated, “Dynic has great respect for our competitors, but I want to stress that we are a solid and strong company.

For more information: **Dynic USA**, Hillsboro, OR, PH (503) 693-1070, Email: frankw@dynic.com, Web site: www.dynic.com. **SCAN**

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