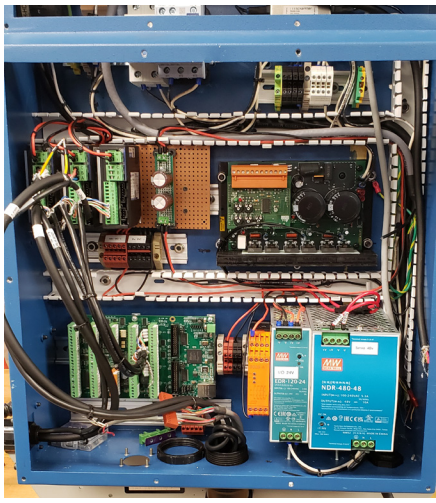
EPSON
EXCEED YOUR VISION

No Place for Scissors

How One "Feral Engineer" Discovered that Not All Professional Labeling Solutions are Equal



Phil Timpson's experience as an Application Engineer for a global machine tool company means that he understands the importance of meticulous attention to detail. The products his company manufactures include electrical cabinets that contain terminal blocks and a complicated array of wires, connectors, relays, and breakers. During manufacturing, technicians apply detailed labels to identify each component clearly.

As an avid YouTuber with a healthy following and a channel called "The Feral Engineer," Phil is also passionate about building machines in his personal workshop. When stay-at-home policies set in, sharing this hobby with his YouTube followers served as perfect therapy.

He started by building a CNC machine. To identify the wiring, he initially took an approach that proved troublesome. "When I first started, I was just color-coding all my wires," Phil remembered. "But that created a bit of a challenge when you have 100 extra feet of blue wire, and you just ran out of orange."

Phil quickly realized that printing custom labels would solve his problem. What he needed was a quality label printer. He reached out to several brands, but none seemed interested in Phil's business. That's when Phil made a buying decision he would regret instantly.

"I chose the brand I thought had the best reputation in the industry. And I bought one," Phil said. "The minute I printed a label on it, I hated it. Absolutely hated it." Phil had discovered that each label he printed required a 1" lead margin in front of the imprint.

"I spent the better part of a Friday night poking and prodding at that printer to prevent that 1-inch margin of wasted tape at the beginning of my label, but to no avail," Phil said.

> *'Yeah, you spent $250 on that printer. Now go spend five bucks on scissors because you have to cut that margin off yourself.'*

"When I contacted customer support, they basically told me, 'Yeah, you spent $250 on that printer. Now go spend five bucks on scissors because you have to cut that margin off yourself.'" Oh, brother.

Phil couldn't believe what he had just heard.

"If you need to apply a 1-inch heat shrink label to a wire, but your printer requires a 1" lead margin that you have to cut off, that means out of an entire roll of printable heat shrink sleeve, only 50% is printed, the other 50% is completely wasted."

Instead of buying scissors, Phil boxed up the printer and sent it back. His labeling challenge remained.

"I started looking frantically for a real label solution," he recalled. "That's when I discovered Epson LabelWorks."

Phil found Epson's LW-PX700 label printer on Amazon and liked what he saw. Wanting to confirm that he had selected the right printer for his needs, he reached out to the Epson LabelWorks team directly.

"I was shocked by their instant response," Phil said. "They offered me a first-time buyer's discount code, and when I told them about my YouTube channel, they suggested I share the code with my viewers, too. That's when I decided to try Epson, and from there, it's just been a wonderful experience."

Phil canceled his Amazon order and upgraded to Epson's LW-PX900, a portable printer that prints on self-laminating cable wrap, heat shrink tube, and other media up to 1½" wide.

"The very first label I printed; I just had this huge smile on my face. On the first shot, I got exactly what I was looking for, and that lead margin was gone," Phil said. "I can print a one-inch heat shrink tube, with no lead margin. I'm not wasting any material."

"The very first label I printed; I just had this huge smile on my face. On the first shot, I got exactly what I was looking for, and that lead margin was gone! I can print a one-inch heat shrink tube, with no lead margin. I'm not wasting any material."

As the pandemic subsided, Phil was no longer satisfied with building machines for his YouTube followers. That's when he reached back out to the school that helped shape his career - Middlesex County Vocational and Technical School.

That led to Phil putting his talents to use rebuilding some of the machines the school uses in the classroom. Today, Phil contributes to the education of his alma matter's students, helping them learn how to build the machines that companies will depend on in the future. It's his way of paying it forward. As he mentors his students, Phil demonstrates hands-on the importance of meticulous labeling – with no scissors required.

View Phil's YouTube videos here:
https://www.youtube.com/c/TheFeralEngineer