

Company: Star Cooperation



Project: Label management in cars – challenges, solutions and trends

The deployment of new technology and the resulting demand to provide more information and explanation for the driver is a current challenge facing the automobile industry in the area of label management. Additionally the requirements regarding passenger safety as well as regulatory, security, certification aspects as well as product liability issues impact the automobile manufacture by adding complexity to the labelling solution.

The optimal labelling should deliver meaningful information to end-users worldwide as well as address the requirements of the premium car manufacturer.

As an expert for label management in cars, **Star** operates in this rapidly changing environment, developing sophisticated solutions. Apart from design, cost, efficiency and legal aspects this includes technical problems, which have to be considered when creating labels: material, surface, technical manufacturing- and adhesion – processes by using new technologies – e.g. on high voltage units.

Company Profile

Star Cooperation bundles consulting competence and operational services in a unique network of companies. Our business areas **Future Lab**, **Consulting World** und **House of Media** support customers from various industries all over the world. Round about 400 employees supply development, engineering and consulting services as well as communication, marketing and logistic services.

Contact:

Nicolai Stickel
Managing Director
Star Engineering GmbH
Otto-Lilienthal-Strasse 5 | 71034 Böblingen
Phone: +49 (0) 7031 6288 140
E-Mail: nicolai.stickel@star-cooperation.com
www.star-engineering.com

