

# How a Manufacturer Eliminated Label Retrofitting

## Situation

A manufacturer of lighting products had been using the same high-end polyester label set with nine labels for more than ten years. When they updated their Warehouse Management System (WMS) and re-engineered their manufacturing workflow, they did not re-design the labels to align with the changes. As a result, multiple issues developed with their labeling process. They could only use five of the nine labels with their new WMS and processes, causing significant waste. The adhesive of the labels in use was oozing and causing printer performance issues, requiring increased printer maintenance and IT calls.

For their outdoor industrial lighting, they incorporated a transparent label to print barcodes to identify a dark product; however, the specifications did not consider scannability, and the barcode could not be scanned. The lack of contrast between the barcode and the dark surface required them to first place a white label on the product and then apply the clear label over the white label. Additionally, the clear label was being purchased as a three-across label, which caused them to print three labels even when they only need one or two. These issues increased label orders, inventory, manual time to apply labels, and overall label costs.

## Objective

- Reduce label costs and waste
- Update the label set to integrate into the new WMS and manufacturing workflow
- Optimize scannability of barcode labels
- Eliminate the need to apply an extra label in addition to the barcode label

## Zebra's Solution

### **Z-Xtreme 4000T Thermal Transfer Polyester Label Set and Individual Label with 6100 Wax/Resin Ribbon**

Understanding the customer's WMS system and manufacturing workflow, Zebra designed a smaller custom solution that integrated seamlessly across the different product manufacturing processes to reduce waste.



- Updated their label set to Z-Xtreme 4000T Thermal Transfer Polyester Label Set
- Included individual labels with 6100 Wax/Resin Ribbon
- Provided a white label solution to replace the unscannable clear label

## Outcomes

- Zebra's scannable labels accelerated the customer's manufacturing workflows.
- Label costs and waste were reduced.
- Improved efficiency by eliminating the need to apply an extra label during its workflow.

## Zebra Certified Supplies

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