

Behind the Code

Using Labeling Efficiency to Improve Your Bottom Line

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Is Color-Coding Your Markdowns Eating Your Profits?

If you're a retailer who uses color markers or stickers on your price tags to indicate to customers the percentage of discount they can expect, you may be losing sales. Not only do customers find it difficult to calculate their final price, allowing time to rethink the purchase, but the process of using color to markdown is labor intensive and expensive, cutting into your profits. Although your customers may have come to expect the color-coded method, there is a better way to utilize color without expending labor hours and materials. And it can be MUCH more effective in stimulating sales!



Does This Sound Familiar?

Your employee walks the store floor carrying multiple colored stickers or markers with which to markdown "sale" items. She must find each item, verify it, figure the discount code and then choose the appropriate color to place on the tag. While she's applying the color, she must put down the other colors and perhaps an inventory list. This process is repeated over and over with every item until all of the markdowns are completed.

There are numerous flaws in this method, not the least of which is the extensive amount of time it takes to manually color-code markdowns. The necessity to stock multiple colored stickers or markers and customer confusion about their final price are additional drawbacks. When customers are uncertain about pricing they tend to shop conservatively, not wanting to be surprised with a large bill. Store owners report that sales actually increase when the final price is marked and understood by the customer.

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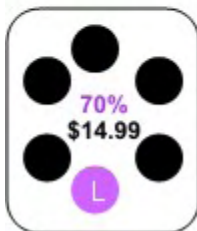
“My Customers Expect the Colors”

During our efficiency studies at various retail establishments, we’ve been able to show retailers how they can significantly save on labor and materials by standardizing their label stock and automating markdowns. Even though most store owners understand those benefits, they tell us they cannot get rid of the colors because their customers expect them.

Introducing Automated Color Coding!

Yes, it’s possible to standardize your label stock, automate your markdowns and still utilize the colors that your customers have grown accustomed to. Our Supplies Engineers and Systems Integration Specialists have developed a series of innovative automated systems that provide you with peak efficiency, accuracy, savings - and color coding!

In the following examples, you will see how a standard label stock can be utilized with a portable printing solution in order to produce on-demand automated, color-coded markdown tags that are easy for the customer to decipher and much more cost effective to incorporate.



In the two examples to the left, individual colors are preprinted on the roll of labels. When an item is scanned the printer will automatically print black on top of the unneeded colors leaving only the color that corresponds to the correct discount percentage. The final price can also be programmed into the printer as a variable.

These are just two examples of the many solutions we’ve developed to address our customers’ needs. Our development team is adept at customizing solutions to meet the most challenging environments.

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How Can You Improve Your Markdown Efficiency & Save Money?

Let us do for you what we've done for so many of our customers. Make an appointment for a FREE Probranding efficiency study in your facility and we'll show you how to improve your processes and save money.

(((RFID)))

Can Closed-Loop RFID Prevent You From Losing Your Assets?

Most manufacturers and Distribution Centers have had some exposure to RFID technologies although the majority of typical RFID usage continues to be compliance shipping labels prompted by mandates from Wal-Mart and the U.S. Department of Defense. These businesses utilize "open loop" deployments in which tagged goods and data is shared between organizations and supply chains.

In our Fastrax efficiency studies, which are specific to manufacturing and distribution center processes, we've identified a growing number of applications that would benefit from track and trace visibility achieved through closed-loop RFID deployment. The data obtained in closed-loop RFID systems is utilized internally within an enterprise. Although in some cases, the RFID enabled items in a closed-loop deployment never leave the facility in which they are located, that is not always the case.

RFID chips can be discretely inserted into identification tags as a stealth tracking system in order to verify to whom inventory is being shipped.

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This ensures that the theft of products which appear in unauthorized sales channels can be identified and rogue distributors eliminated. One customer estimated his annual loss due to black market sales was in the range of hundreds of thousands of dollars.

Another ideal use for closed-loop RFID deployment is identifying tools and equipment that are routinely moved between locations. These tools and machinery are often leased and if they are lost become the responsibility of the businesses that rent them. Lost gear is an expense that can “break” a business already struggling with tiny profit margins. RFID asset tags placed on equipment and read at doorway entrances can help businesses track the movement and prevent the theft of these items.

Many manufacturers send their products to customer locations in reusable totes or racks but have no system of recording to whom they were sent or if-and-when they were returned. When the totes or racks are not returned, the manufacturer must absorb the cost of replacing them. The use of RFID asset tags, allows manufacturers to keep track of which customers received and returned their valuable property.

In all of these scenarios the reduction in loss creates a significant and rapid return-on-investment for closed-loop RFID systems. Do you have a loss issue that can be solved with RFID deployment? We can help!

FREE CONSULTATION:

Avery Dennison’s experts will analyze your operations and work with you to determine which solution is right for you.

Call me to schedule an analysis and stop losing your assets and profits!

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