

Labeling in Harsh Environments - An Avery Dennison Case Study

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Columbus Fair Auto Auction

Business Challenge:

Columbus Fair Auto Auction (CFAA) is one of the largest automobile auctions in the United States, housing up to 25,000 cars at any given time that are slated for eventual sale in its weekly live and internet auctions.

Every week 3,000 to 5,000 cars are sold in CFAA's 12 auction lanes. But first, they must be moved multiple times from one location to another across the 350 acre facility to receive pre-sale work.

A car that is scheduled for auction, must be found in an outdoor lot, then relocated to various on-site service centers to receive work such as mechanical service, body repair, paint, certification, or clean-up and detailing.

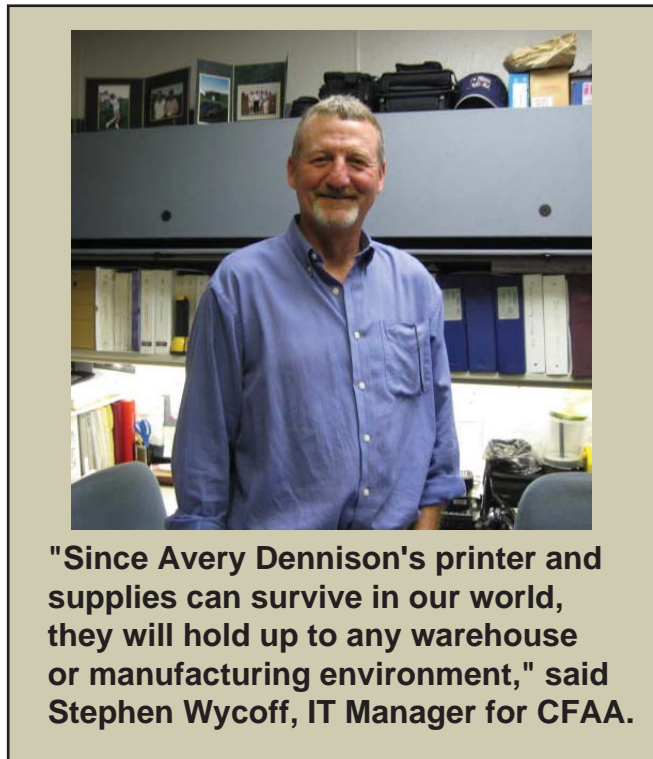
In order to locate and track this large volume of automobiles throughout the auction complex, the company developed its own wireless inventory management system utilizing bar code technology for real-time data collection and storage.

The system allows the company to process vehicles into inventory, initiate work orders, track vehicle location, and ensure that the cars are sale-ready and waiting to enter the auction lane precisely when they are scheduled.

Stephen Wycoff, CFAA's IT Manager, who developed the system, explained that a

key factor in its successful execution was integrating rugged and reliable components that hold up to the harsh all-weather conditions.

The label identifying each vehicle is essential to the entire system. All of the labeling is done outdoors and the labels must not only adhere perfectly to damp or dirty vehicles, but also remain scannable after lengthy exposure to the elements and temperatures ranging from sub-zero weather to 280 degrees in a paint baking booth.



"Since Avery Dennison's printer and supplies can survive in our world, they will hold up to any warehouse or manufacturing environment," said Stephen Wycoff, IT Manager for CFAA.

Avery Dennison's Solution:

Avery Dennison worked closely with Columbus Fair Auto Auction to fulfill its bar code printer and label requirements for the inventory management system.

"We needed a rugged, portable thermal transfer printer that could reliably print on-demand in our extreme conditions. It had to

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be wireless and easy to operate," said Mr. Wycoff.

Columbus Fair Auto Auction was the ultimate testing ground for Avery Dennison's Monarch® Sierra Sport4™ hybrid printers which immediately began printing labels for 1,500 to 2,000 cars per week in CFAA's outdoor intake facility.

Not only did the printers hold up to all kinds of temperature and weather variables, but the batteries remained charged throughout the entire day as the company's six intake processors, utilized them to print and apply bar code labels to each vehicle that arrived at the facility.

Do you have an environment that is problematic for printing or labels that don't perform the way you need them to?



Avery Dennison Can Solve Your Most Challenging Labeling Issues and Improve Your Productivity

Our Fastrax experts are adept at building solutions to fit seamlessly into your environment while achieving optimum productivity.

Fastrax is a **free consultative service** provided to our customers. Our experts examine each step of your process and work with you to develop innovative solutions – complete with an ROI.

With a Fastrax analysis, we can help you discover process improvements that increase productivity as well as save time and money.

Call today at 1.800.543.6650 prompt 5 to schedule your free Fastrax analysis.

The Sierra Sport4's durability and portable thermal transfer printing capabilities make it the perfect choice for this demanding application that requires label longevity, up to a year, with no scanning degradation.

Avery Dennison's Monarch Tuff Label synthetic labels with freezer-grade adhesive in conjunction with Sierra Sport4's thermal transfer printing, produce extremely durable labels that will stick to even damp surfaces and hold up to the harshest environments.

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