



TSC Printronix Auto ID & California Label Products Partner to Give a Major Footwear Manufacturer a Step Up with Barcode Verification



MARKET:
Major Footwear Manufacturer
to Retail Partners

APPLICATION:
Barcode Label Inspection
and PrintNet Enterprise
Reporting to Dispute
Retailer Chargebacks

MODEL:
T8000 ODV-2D Printer and
PrintNet Enterprise Software



TSC Printronix Auto ID, a leading provider of barcode label printers, RFID, barcode verification, and other emerging printing technologies, partnered with California Label Products to implement Printronix Auto ID printers with barcode verification capabilities into the distribution operation of one of the world's largest footwear manufacturers.

Introduction

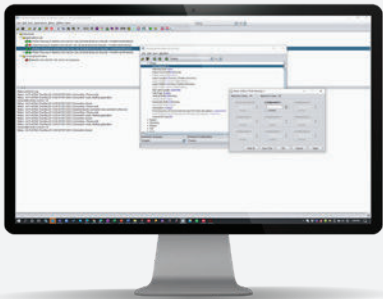
A popular lifestyle and fitness shoe manufacturer headquartered in Southern California was facing chargeback fees from their retailers for unreadable and poor-quality barcode labels that had gone unnoticed by personnel and handheld scanners. The massive distribution center utilizes hundreds of barcode label printers to prepare thousands of shipping labels a day for shipments ranging from online orders to large retail stock orders.

The footwear manufacturer was incurring non-compliance fees into the tens of thousands of dollars. Without a solution in place, the manufacturer was amassing significant penalties as a cost of doing business, unaware an easy solution was available.

"We established a really good relationship with this company over the past ten years as a preferred supplier," said Gary Garfield, President of California Label Products. "During a facility walk-through a few years back, I learned that the company was paying high chargeback fees, so I recommended Printronix Auto ID printers with barcode verifiers." The recommendation proved to be a game changer.

There is a common misconception within the industry that handheld scanners are sufficient to effectively check barcode labels. Manually scanning barcode labels is very time consuming and may yield inconsistent results with barcode systems at the downstream location. In contrast, a robust barcode verifier can grade and verify every barcode according to industry standards at the time of printing.

"We often like to present and explain the technology to educate our customers about the difference between scanners and verifiers. Avoiding a single chargeback can easily pay for the printer, sometimes within the first couple of months of operation," Garfield added.



PrintNet Enterprise
Software

Requirement: To Print Accurate Barcodes with Full Reporting

The footwear company was very familiar with frequently paying chargeback fees. Each retailer varies in how they administer fees or which standard they require – some more stringent than others. Since it was revealed that there was a solution to avoid fees, the manufacturer would need a solution that would address requirements of their most strict partners.

“In recent years, some retailers have been notorious for issuing chargebacks fees at an unbelievably high rate,” explained Garfield.

Therefore, the company would need a solution to print accurate barcodes and provide evidence that the barcodes were verified and graded.

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Solution: Barcode Verification Focused on High Volume and Avoiding Fees

California Label Products, a global provider of novelty and industrial label and tag solutions in the retail and apparel industry, recommended and installed seventy five Printronix Auto ID industrial printers with barcode verification and grading capabilities at one of the shoe manufacturer’s largest distribution centers.

Currently, the footwear maker is using the Printronix T6000e and T8000 printers with barcode verification in their “Value Added Service” area. They focus their barcode printing and verification efforts to address the requirements of their highest volume retailers, where there is the most risk of possible chargebacks.

“The scan report from the printers is a key feature for my customers. They have full documented evidence of every barcode label printed and their grade at the time of printing if the scan integrity of a barcode were to be questioned,” stated Garfield. He added, “I always recommend they print out a scan report and attach it in with their outgoing bill of lading, as well as retain a copy for their own records.”

Printronix Auto ID printers give customers confidence that every barcode label they send out will be accurate and printed at the highest level of quality.

Results: Cost Savings and Better Overall Performance

“Barcode printing with verification, grading, and full reporting capability has helped save my customers tens of thousands of dollars by ensuring their barcode labels were printed accurately so they can avoid compliance fees,” Garfield explained.



MODEL:
T8000 ODV-2D Printer

The Printronix Auto ID ODV-2D barcode verifier is a fully integrated solution with the ability to print, verify and validate 1D and 2D barcodes. Built on the robust T8000 printer platform, this barcode verifier includes a built-in data verifier that grades barcodes to ISO standards and stores a detailed report of each transaction. This exclusive technology reads each barcode, overstrikes the entire label of a rejected barcode, and reprints a new label.

In addition to the peace of mind barcode verification gives customers, Printronix Auto ID printers also provide rugged, high-performance printing they can rely on. These industrial-grade printers are known for their print quality and ability to operate in some of the most demanding operating environments.

Conclusion

The Printronix Auto ID printers with barcode verification capability implemented by California Label Products provided a giant in footwear a more streamlined, more efficient and more accurate labeling system. The complete verification process of Printronix Auto ID barcode verification was able to cut out tens of thousands of dollars in fines the manufacturer did not realize was preventable.

"As the manufacturer continues to expand the square footage of its already massive distribution center, I can also see them expanding the use of barcode verifiers within their operation. They know and trust the printers and they have proven to help save them a lot of money," concluded Garfield.