



## Apparel Supplier to Major U.S. Retailer – Reduced Chargebacks with Barcode Inspection Printers and Reports

### Background

Major retailers receive hundreds of pallets every hour in each of their distribution centers from dozens of manufacturers and suppliers. Processing time must be quick and efficient. If an incoming carton's barcode label can't be read quickly and easily, then processing time grows while productivity is slowed. Retailers pass these costs along to the suppliers who delivered items with unreadable barcodes in the form of chargeback fees.

An apparel supplier to a major U.S. retailer faced consistent five figure chargebacks from the retailer. As labels were rejected by the retailer as poor quality, the apparel supplier found chargebacks were rising to upwards of \$20,000 per year. After the supplier tried several printers and label types without reducing chargebacks, they desperately wanted a solution to address the fines and improve label quality. Progressive Label based in Commerce, California presented them with an option to resolve their challenge: The Printronix Auto ID T8000 ODV-2D barcode inspection printer with reporting capabilities.

#### MARKET:

Apparel Supplier  
to Major Retailer

#### APPLICATION:

Barcode Label Inspection  
and PrintNet Enterprise  
Reporting to Dispute  
Retailer Chargebacks

#### MODEL:

T8000 Printer and  
PrintNet Enterprise  
Software

### Solution

The apparel supplier aimed to improve label quality and accuracy by using different labels. This included printing at 300 dpi on the highest quality labels – a synthetic polyester label used in the chemical industry with a glossy coat, rated with a 5-year lifetime and able to withstand contact with various chemicals without degradation. These types of labels are also abrasion and scuff resistant, so they are less likely to be damaged in transit to the retailer's distribution warehouses.

The apparel supplier also manually spot-checked the labels before they left their warehouse to ensure the barcodes were readable but did not have evidence to back up their manual verification. The supplier also took the retailers recommendation to use their barcode labeling company but saw no improvements to the chargebacks. In all cases, the retailer still claimed the barcodes were not good and imposed fines.

"Having been in the label converter industry for many years, I was confident we were supplying our apparel industry customer the best possible labels. So, when we determined the labels were not the problem, I recommended the customer try the Printronix Auto ID ODV-2D integrated barcode inspection system to fully document their printing process," said Adam Flores, RFID and Barcode Printing Specialist at Progressive Label.





After consulting with Progressive Label and receiving a product demo, the apparel supplier selected the Printronix Auto ID T8304 4-inch enterprise industrial printer with the ODV-2D barcode inspection system. The Progressive Label team also recommended PrintNet Enterprise (PNE) software for detailed reporting. PNE can easily generate a report that displays detailed barcode label data. These reports automate the process of recording label quality, reducing errors from manual inspections and enabling the supplier to easily access data that proved the labels were compliant before they left their warehouse.

"I encourage my customers to provide a complete print report with their shipment to document to their retail partners that their labels were printed accurately and high quality," added Flores.

Previously, the apparel supplier did not have a barcode verification solution. Instead, they'd been using a linear, manual scanner without a pass/fail grading mechanism and without any reporting capabilities to record if a label had passed or failed.

***"No other printer manufacturer makes a solution with barcode verification at the affordable price point that Printronix Auto ID does. My apparel industry customers work with very thin margins, so despite the value, many still hesitate to invest in their barcode verification printers. When their chargebacks start to become an issue, that's when I can make an impact. I show them how these printers will help them fight chargebacks and how that improves the ROI," said Flores.***

The key to reducing their chargebacks was using a printer that could provide a pass/fail barcode grade for every label and generate a detailed report to show that the barcodes were readable before they left their facility. The apparel supplier used these PNE reports as evidence against proposed chargebacks.

The PNE reports work. They delivered detailed data about each barcode label, including when it was printed and before it left the supplier's facility. The apparel supplier was able to vastly reduce chargebacks, which made the investment in five Printronix Auto ID T8000 printers worthwhile. It was the most affordable barcode verification system on the market and it allowed the supplier to recoup their investment in these printers. And it gave the customer the confidence and data needed to contest chargebacks and succeed.

#### Benefits

- 300 dpi printing with built-in, automated barcode inspection
- Barcode label grading and reporting capability for evidence against chargebacks
- Easy integration with T8000 printer emulating previous printer language
- Custom-designed solutions to overcome industry challenges
- Reduced chargebacks paid for printer investment, delivered ROI



MODEL:  
T8000 ODV-2D Printer



### **T8000 Printer and PrintNet Enterprise Features**

The Printronix T8000 ODV-2D barcode inspection printer supports efficient production of compliant labels using automated label inspection. This printer series has the capability to automatically find, grade, report and overstrike any unreadable barcode and reprint automatically without operator intervention, saving time and money. And it can be used with our PNE software to provide reporting, remote configuration, and other features to support efficiency.

Our proprietary PrintNet Enterprise printer management software makes it easy to manage, monitor and analyze your fleet of Printronix Auto ID printers from a single dashboard. There organizations can access reporting features and more to support day-to-day operations, and compile evidence to fight chargebacks or defend themselves during an audit.

### **About Progressive Label**

Progressive Label is a label manufacturer and leading supplier of barcoding equipment, supplies and technical services to the apparel industry. Our experience in barcode printing technology goes back to 1996 when we started our service bureau printing department. We are centrally located in Commerce, Ca. and have production facilities in Mexico, Hong Kong, China, Korea, and Pakistan. Our mission is to deliver high quality products and high value service to our customers.

### **About the Apparel Supplier**

The fashion apparel supplier provides wholesale apparel products directly to major U.S. retailers. The company receives orders directly from China into their U.S.-based distribution warehouse. They then sort and ship the products to the retailers. Its clientele are major retail stores and they ship boxes by the truckload on a daily basis. The company prints barcode labels in-house to apply to packages that are sent to retailers. Using Printronix Auto ID barcode inspection printers helped them to dispute chargebacks and save money.

**PrintNet Enterprise  
Software**