

# CASE STUDY

## Distribution Multi-Label

### Existing Situation

**PICTURE THIS:** You have a one million feet<sup>2</sup> fulfillment warehouse. There are currently three thermal transfer stock labels being used in the facility. These blank labels are all applied to the same product before it ships...In the receiving department, a label is affixed to the carton as it comes in the facility. Once an order has been placed for this item, another label is attached to pull it from inventory. Then, a third label is applied. This label is removed when the product makes it to the other end of the building to be loaded onto a truck.

### Challenges

- 1) Three separate labels must be inventoried and maintained. This adds cost and headaches to purchasing and inventory control.
- 2) Three separate labels must be imprinted. Since each label is imprinted with SKU specific info, there exists an opportunity for errors. And, the printing time alone can be costly.
- 3) Three separate labels must be utilized by three different departments without mixing them up. Mixing SKU labels can cause extreme complications with missed shipments, incorrect shipments, and result in dissatisfied customers.

### Solution

A “distribution multi-label” was created by McCourt. With a patterned adhesive / piggyback product, we combined three labels into one. In doing so, we were able to:

- Reduce the cost of inventory, labels and administrative expenses.
- Reduce the time required for imprinting.
- Reduce ribbon cost.
- Dramatically reduce the error rate of mixed up SKU's.
- Reduce the labor involved to affix three labels.
- By using a patterned gum product, the shipping verification label is now a non-pressure sensitive ticket that can be collected in a drop box at the end of each shift.

### Specifications\*

Facestock:	Thermal transfer-imprintable facestock
Adhesive:	Custom-formulated high-tack, patterned rubber-based adhesive with superior adhesion to multiple substrates
Liner:	Dual layers of semi-bleached, SCK liner (excellent for cutting and stripping)

\*This multi-label is totally customizable. We can consolidate any number of labels and the construction can be designed to adhere to almost any substrate.

McCourt Label Company  
20 Egbert Lane  
Lewis Run, PA 16738  
Phone: 800-458-2390  
Fax: 888-735-0014  
mccourt@mccourlabel.com  
www.mccourlabel.com

