

— GET INSPIRED

USE IDEAS *AND*
INSPIRATION



RevealPrint[®]

Examples of Some RevealPrint® Uses

Listed are just a few examples to improve performance, lower costs, increase productivity and efficiency using RevealPrint color thermal label technology

Custom label to "select or pick" items for shipping. When the item is a "partial" order, the item description on the label appears in red. The color provides a visual cue to identify the item as a partial order and not a full order. This small enhancement reduces product shipping errors to customers and lowers costs. ●●●●●●

Use colors on your pallet label to identify product location for loading and reload in a temperature controlled trailer for store deliveries. Using a color coded system allows the products to be reloaded to the right location and temperature within the trailer, reducing food spoilage due to incorrect product placement on the trailer. ●●●

For example, as food products unload at your (or any product, not just food) distribution facility, internal labels identify, by color, where the product should be stored or located: For a food example, your internal labels will image in the appropriate color: freezer (red), refrigerated (blue), dry goods (green), produce (purple), etc. This color coded system reduces product placement errors and the associated spoilage and product damage. Management can do a visual scan of the colored label in a specific storage area and see if anything has been misplaced by error. ●●●●●●

Are you required to identify what day your product is prepared or stored? Are you using multiple sku's to designate a day of the week or other information? Create a custom label that has all the colors needed, on one label. You image the specific color needed by day, without changing rolls. One food service company has 30,000 printers being used, so think about the challenge to always change paper rolls every day (what error rate do they have?) on 30,000 printers and manage 7 different sku's, at thousands of locations. With our solution, you only manage one roll sku and we eliminate the need and costs to change rolls daily. ●●●●●●

Use color on your product labels to highlight specific information: Add color to bring attention to your Product name and/or description "Pepperoni Pizza". Use bright colors to highlight your Warnings "May Contain Peanuts", Expiration Dates, QR code for marketing and customer tracking data, Notices "Gluten Free". Identify in color, specific information that is important to your customers and more clearly communicate information to consumers. ●●●●●●

Use color to clearly identify dosages, expiration dates, any information that is important to you and your customers. ●●

Utilize color to enhance and identify specific product data or information. Highlight customer type, priority orders, special order instructions, product version, locations, regions, shipping instructions, etc in color. ●●●●●●

No need to apply a separate second label with preprinted warnings. We create a custom label allowing you to print your required warnings in color, in real time, based on the specific product being manufactured or shipped. Your custom label design will eliminate the need for pre-printed labels and a second label station. Reduce costs and gain efficiency. ●●●●

Utilize color to communicate internally how your products will be delivered to customers: Red=ship to clients home, blue=store pickup, green=ship to another store. Use color to quickly identify what shipper will be used: green/FedEx, brown/UPS, red/USPS. Providing visual cues on a shipping label allows for greater accuracy and efficiency. ●●●●

Display in color on the shipping label important information for your customer or shipper: "Perishable Goods", "Frozen Product", "Fragile" and more. ●●●●●●

Message to your customer in color on the label. Place coupons, special offers, personal messages and QR codes, all in color on your label. Fact is, customers have a hard time seeing any messages or information on a B&W label, but they always see it in color! ●●●●●●

Print "Return" labels in color in real time. Customers don't always know where the return label is. In color, you know. Realize cost savings by reducing calls and emails from customers looking for return label information. ●●●●●●

Are you using pre-printed color label rolls? We eliminate the need to manage multiple sku's, no need to change rolls daily. Eliminate any chance for errors from employees forgetting to change the roll or using the wrong color. ●●●●●●

Use color to identify priority status or other visual cues to message urgency or need. For example, STAT appearing in red for a hospital to identify the urgency of a medication to be delivered to a patient. ●●●●

Display color to identify test tube data (replace the colored plastic tube caps currently being used). Integrated with IT, you remove any error of an employee applying the wrong colored cap. ●

Introduce color to identify your internal warehouse zones, product location, regions, customers, loading dock instructions, priority shipments, shipping source/company, etc. Using color in a warehouse environment improves production, reduces errors and lowers costs. ●●●●●●

Let's discuss the endless possibilities of
using RevealPrint® for your business

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