RevealPrint - Two Color Pick Label
Warehouse/Distribution

CUSTOMER: Large Food Distribution Company

APPLICATION: Pick Label

VERTICAL MARKET: Food Distribution

This large food distribution company picks and ships over 100,000 cases and splits a week. For most orders, full cases are picked and shipped. At times, a customer only requires a partial case, so the picker is required to "split the case" before shipment.

ACCOUNT BACKGROUND

The picker was given a direct thermal pick label for each case of product. Although the split case information was noted on the label, it was often overlooked. The "out of the ordinary" information simply blended in with the standard product information.

When full cases were shipped out in place of a split case, there were several consequences. Not only was the outgoing freight higher than it should have been, but now there was an upset customer, a formal complaint, an internal return (RMA) generated and the associated freight for the returned product.

SOLUTION

Working with the Application Engineers for RevealPrint, a red bar was embedded in the new label where the "partial case" information was being imaged.

When the label is imaged on their current thermal printers, the "split case" information now images in red. This is an excellent visual cue for the pickers. No longer does every label look the same, causing the pickers to skim over or miss the quantity information.

CUSTOMER BENEFITS

By adding color to the pick label, the pickers are easily alerted when a case that they are picking is out of the ordinary and needs to be split. The red print jumps out making it difficult to miss.

For the pickers, it was easy to confirm that a carton containing the correct product type was pulled by matching it to the pick list.

RESULTS

- Incorrect shipments were reduced
- Returns and return shipment costs were reduced
- Customer satisfaction increased
- The picking process remained unchanged, except for the increase in accuracy
- The customer could use existing thermal printers

Because of the success of this program, the customer is now looking at other areas of their process where the addition of color might lend itself to reducing errors or increasing efficiency.

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