



WHITE PAPER

2 LABELING SOLUTIONS FOR WAREHOUSE INVENTORY LOCATION FLEXIBILITY

Rack Relabeling a Growing Reality

Growth in e-commerce sales makes things challenging for managers of warehouses and distribution centers.

You're grappling with demands for rapid order fulfillment, fluctuations in product inventory movement, frequent changes to pick location, seasonal promotions, systems upgrades and more.

In this environment, relabeling warehouse racks with new barcode labels is becoming a more frequent requirement. But it can be time consuming and a real drain on productivity.

This white paper examines two proven labeling solutions that provide inventory location flexibility and make relabeling rack beams a breeze.



Demand for faster merchandise delivery, fueled by e-commerce, is redefining how warehouses and distribution centers track and manage inventory.

E-commerce sales and omni-channel fulfillment operations have led to a huge increase in SKUs and inventory volumes in warehouses and distribution centers across North America. This explosion may be putting pressure on your product inventory and location management processes.

Keeping Pace with Identification Labels

"In today's environment, warehouse storage racking is more likely to need new identification labels as items are shifted to accommodate changes in product velocity, promotions and seasonality," said John Regner, an ID Label business development manager. "It can be a real challenge for DC managers to continually maximize their inventory throughput and operational efficiencies."

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- John Regner, ID Label Business Development Manager

Rack relabeling is becoming a more frequent activity within these operations, whether driven by product inventory fluctuations, pick location changes, an upgrade to your warehouse management system or a customer change for a third-party logistics fulfillment provider. "We're seeing growing demand for barcode labeling solutions that can accommodate our customers' needs for inventory location flexibility," Regner said.

Beam Renew™ Easy-Release Label Holder and Cover-Up

In existing facilities, dealing with in-place barcode labels on the beam faces is a challenge. "These labels may be damaged, partially missing or peeling off," Regner said. "It's time consuming and unproductive to have your workers spend hours scraping off old labels and treating beams with cleaning solutions to get them prepared for new warehouse labels."

Applying basic paper barcode labels on top of the existing ones is not a recommended option — and certainly not a long-term solution. Not only is this aesthetically unattractive, if there's any show-through or an uneven surface beneath the new label, it can lead to scan errors.



"Our Beam Renew™ product works as both a cover-up solution and an easy-release label holder," Regner said. "With its durable construction, it easily applies over old warehouse beams and barcode labels without the time and expense of cleaning, scraping or painting. Plus, it features a metalized, opaque backing to eliminate any show through of old labels."

With Beam Renew's quick-release laminate top coating, it's easy to relabel your racks the next time you need to accommodate changes in your product inventory.

Clean Release™ Repositionable Label

For new racking systems, consider starting with a preprinted, repositionable barcode label. A repositionable label makes it easy to relabel rack locations in the future. They are simple to install and offer inventory location flexibility, without any need for scraping or cleaning to remove them.



"Our Clean Release™ removable label features an advanced adhesive that adheres tightly to virtually any surface, but is easily removable without any leftover adhesive residue," Regner said. "It was designed for today's smart warehouse,

where speed, efficiency and inventory location flexibility are top priorities."

As with other ID Label products, Clean Release labels can be custom manufactured in a variety of sizes and materials with multicolor designs.

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Warehouse Labeling Flexibility

These are two viable, cost-effective solutions for operations seeing growth in their volume of SKUs and experiencing frequent changes to pick locations and inventory locations as a result. "Other options like magnetic barcode labels are also worth considering, especially for cooler or freezer storage environments," Regner said.

The Need for Speed

It's clear that demand for faster merchandise delivery, fueled by e-commerce, is redefining how the supply chain distributes consumer goods and products — and how warehouses and DCs must operate.

To discuss your requirements or request label samples for testing, [contact us](#) today.



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