



## WHITE PAPER

# ARE COLORED WAREHOUSE LABELS MORE EFFECTIVE?

### When to Use Colored Labels

Barcode labels are a vital part of an organized and efficiently run modern warehouse.

Each label – whether on a pallet, beam, tote or sign – is loaded with a host of product and location information essential to the management and movement of inventory.

Labels can come in all shapes and sizes – and colors. So how do you know what's best for your operation?

In this brief white paper, we examine the benefits of using colored barcode labels.



In many warehouses and distribution centers, the use of color on a barcode label can significantly enhance its effectiveness.

It's no surprise that warehouse barcode labels improve tracking, reduce errors, lower costs, aid in inventory management and boost worker productivity. But perhaps you haven't considered how a label's design and color can affect these outcomes.

### Integrated Labeling System

"In a warehouse environment, the use of color can play a significant role in a label's effectiveness," said Kurt Wagner, an ID Label production design engineer.

"First, the right use of color makes a label stand out so it's easier for workers to see from a distance," he said. "In addition, an integrated system of colored barcode labels actually aids in improving processes for slotting, picking and overall inventory management."

With its advanced digital technology, ID Label manufactures high-quality, multicolor barcode labels designed specifically for each client's operating environment.



## Colored Warehouse Labels and Multilevel Racking

The true benefits of colored barcode labels are most apparent in warehouses with large, multilevel rack systems.

"For many of our customers, we design a uniform system of colored barcode labels to mark and identify tiers consistently throughout a warehouse or across a network of distribution centers," Wagner said.

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For instance, level 1 might be black, level 2 blue, level 3 green and so on.

"This is highly effective when it's integrated into your WMS or inventory management software," Wagner said. "It helps reduce put and pick errors and improves operational efficiencies."

This approach can be used on both horizontal and vertical warehouse labels.

## Multicolor Production Capabilities

ID Label operates some of the most [advanced digital inkjet presses](#) in the industry. They're capable of producing multicolor images with integrated ultraviolet LED curing, laminating and die-cutting. The result is high-quality, extremely durable, sequentially numbered and completely finished barcode labels in a single pass.



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"We can design and manufacture labels featuring a multitude of colors, in quantities large and small," Wagner said. "You don't have to operate a million-square-foot warehouse to reap the benefits of a colored labeling inventory management system."

Interested in learning more? [Contact us](#) today to request label samples or a quote on an upcoming project.



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