

Smarter labelling with PHI DATA

The definitive guide to
Printing & Labelling



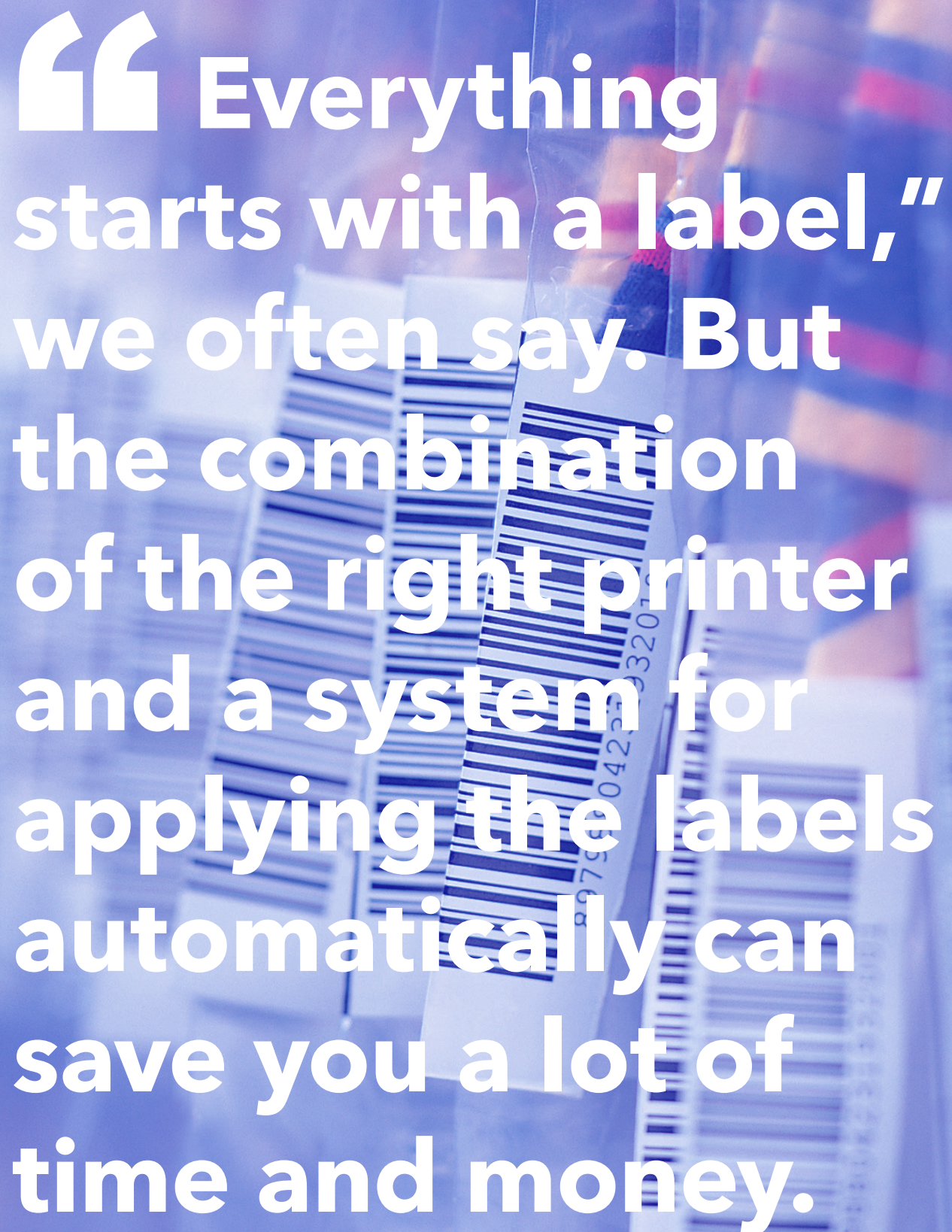
Everything starts with a label

Labels are an integral part of your supply chain. They are the final link between your company and key stakeholders, such as customers, partners, suppliers and regulatory organisations. Labels are therefore crucial for maintaining compliance, ensuring brand consistency, improving operational efficiency and supporting your business growth.

Nonetheless, choosing an efficient labelling system is no easy task for many companies. The high complexity of the supply chain, the many different labelling solutions on the market and the need for continuous availability of labelling hardware and software present companies with major challenges. How do you choose the right solution for your business, within budget and saving time for your employees?

In this E-book, we will help you make the right choice. There are many possibilities, and with years of expertise from PHI DATA, you'll know exactly what you're getting into. Through 7 questions to ask when choosing a labelling solution, we will guide you to the right solution for your business.

- ▶ **How do you choose the right labelling technology?**
- ▶ **What are PHI DATA's Printing & Labelling Solutions?**
- ▶ **What are the possibilities?**
 - LabelEasy
 - Consignment
 - Framework agreement
- ▶ **How do you begin?**

The background of the image is a solid blue color. Overlaid on this background are several white barcode labels. The labels are oriented vertically and are slightly out of focus, creating a sense of depth. One label in the center is more prominent, showing a standard 1D barcode and some alphanumeric text below it, including '8975' and '0423'. Other labels are visible in the foreground and background, some partially obscured by the main text.

“ Everything starts with a label,” we often say. But the combination of the right printer and a system for applying the labels automatically can save you a lot of time and money.

Rudi Lambrechts

Senior Account Manager for Printing and Labelling Solutions

How do you choose the right labelling technology?

7 questions to ask yourself

Whatever sector your business works in - transport and logistics, manufacturing and industry, distribution and retail or healthcare - fast, accurate and above all reliable labelling ensures smooth processes and a streamlined supply chain. When choosing your solution, there are several factors that come into play. Depending on the specific needs of your business, different types of labels, printers, ribbons, consumables and software may be appropriate.

Here are seven questions to ask yourself when choosing the right solution:



What is the label for?

Labels can serve a variety of purposes and before you choose a label, you should think carefully about its application. This is an important point to start with because it provides a context for the other factors you need to consider. Is the label purely for asset tracking through the supply chain or should the label inform the consumer? Does it need a barcode printed on it? Will you choose RFID (Radio Frequency Identification)?

To what will the label be applied or attached?

The second important factor is the surface to which the label is applied. The material that labels are made of reacts differently to different materials and surfaces. For example, a paper label with permanent adhesive will work well for a cardboard box – but is less suitable for plastic or metal.

What information should be on the label?

Depending on the purpose of the label, certain information must be included. The amount of information also determines the final size of the label. After all, this information – whether it is an address or a barcode – must be printed in a large enough size. This makes the label easy to read and the barcode easy to scan. At the same time, the label should not be too big either, because then valuable space is lost

What is the ideal life span of the label?

Not every label has to last the same amount of time. Sometimes, a label contains address information that should only be legible for a limited period of time. However, if you are labelling food, or want to comply with the GTIN standard, you need a durable label that meets specific requirements. Depending on the purpose of your label, it is therefore important to determine the desired lifespan so you can choose the right material.

To what environmental factors will the label be exposed?

The life span of a label is also strongly influenced by external factors. Exposure to extreme temperatures, specific weather conditions or chemical substances, can have a major impact on the life span of the label over time. So before you choose a label, you must first map out the logistics chain in detail. What route will the label travel and will it be exposed to different temperatures and elements?

How will the label be printed?

Not only is there a large choice of labelling materials, but the printing technique also plays an important role in the final result. There are various different technologies and industrial printers for printing labels, such as direct thermal, thermal transfer, full colour inkjet or RFID printers.

The type of label printer you use is determined by the amount and frequency of printing you do, the surface and the purpose of the label. There are several labelling software packages for easily designing or modifying labels. They allow you to limit the number of models and to avoid having to build up a large stock of pre-printed labels.

Do you want to have labels printed automatically?

Working fast is a must for many companies. Besides traditional printing systems, there are also automatic solutions for your supply chain. Modern print & apply systems print labels automatically and apply them correctly to the surface (packaging or product). They run in sync with your processes, saving you time and avoiding human error.



Printing & Labelling Solutions: it's all in the mix

With 40 years of experience, PHI DATA is your partner in choosing the right labelling solution. Based on our expertise, we have designed our Printing & Labelling Solutions, through which we offer a total service in the field of labelling and printing. Along with you, we will look at your organisation's needs and goals, then choose the right mix of labels, printers, ribbons, software and accessories.

Labels

Based on the questions above, we will work with you to choose the right label. This can range from classical labels in all shapes and sizes to RFID tags, wristbands, cards, and so on.

Consumables

Besides labels, PHI DATA also supplies the associated consumables, such as ribbons, print heads and spare parts.

Printers & software

When it comes to printers and software, PHI DATA has a wide range of products that are tailored to the various needs and applications in your sector too.

Automation

Our Print & Apply solution ensures that your labels are automatically printed and applied at the rhythm of your processes.

These are the benefits of PHI DATA's Printing & Labelling Solutions:

Flexible

A range of contracts based on your requirements

Peace of mind

Fixed delivery and maintenance plan

Bespoke

Solution tailored to your organisation

PLS: What are the possibilities?

PHI DATA's Printing and Labelling Solutions are available in a range of contract formulas. With LabelEasy, framework agreements and consignment, we offer a simple solution to every challenge. A lack of worry and complete peace of mind are central to this.

LabelEasy

LabelEasy is an all-in-one solution for printing labels tailored to your business. It is a financial formula that allows you to print at a competitive price per label without any upfront investment. This means you no longer need to buy any printers; you will always have enough labels, ribbons and other consumables in stock, and we will take care of the maintenance.

Consignment model

With a consignment model, PHI DATA makes pre-agreed stock of labels and accessories available to the customer. Although the stock is already on site, it remains the property of PHI DATA until a product is consumed by the customer. We also replenish the stock according to the replenishment points agreed upon together and after an automatic order from the customer.

Framework agreement

With a framework agreement, you receive the previously agreed quantities of labels on demand at fixed times and for a fixed price. The agreement runs for an agreed period of time. This way, you will know in advance what the cost price for your labels will be during this period.

PLS in action: LabelEasy and Consignment

LABEASYS HELPS VOLVO GROUP LOGISTICS SERVICES WITH PRINTER FLEET

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Volvo Group Logistics Services employs 5,000 people worldwide, in over 60 different locations and 81 distribution centres. The department designs, develops, manages and optimises the supply chain for all brands under the Volvo Group. It ensures that parts are available all across the world, are sent to production facilities, in the right packaging, and that the vehicles arrive at the dealers.

“Our printer fleet was not created in one day, but expanded slowly,” says Kris Van Cauwenberge, Engineering & Support Manager at Volvo Group Logistics Services in Ghent. “We began with 15 printers, and extra appliances have always been added over the years. Changing everything at once is not only expensive, but also generates a whole heap of administration. With LabelEasy, we’ve got rid of that problem.”

CONSIGNMENT MODEL FOR LABELS AND RIBBONS PROVIDES STORA ENSO WITH LOGISTICAL BENEFITS

Over the past few years, the Stora Enso Langerbrugge branch in Ghent has always been leading the way when it comes to working on process improvements and cost savings. This has also included closely examining its management and payment model for supplier stock. One of the ways it sought improvement was by introducing the consignment model for the labels and ribbons that it purchases from PHI DATA.

The consignment model operated by Stora Enso Langerbrugge offers many advantages for the supplier and the customer: a reduction in working capital for the customer and full automation of the purchase-supply process via settings in SAP, which have been agreed by mutual consultation. This avoids administrative time losses for both parties, while enabling PHI DATA to manufacture and deliver in good time in order to support the production process at Stora Enso Langerbrugge.

Getting started with Labelling & Printing?

There are many possibilities in Labelling & Printing. This is why you need a reliable partner with extensive knowledge and expertise. PHI DATA will make it easy for you. Contact us to take a look at the possibilities.

 **PHI DATA**
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a simac group company

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