

CONSOLIDATING LABELS AND SUPPLIERS FOR IMPROVED CONSISTENCY



Labels for Life.

Warning label application streamlined without losing impact

OUR CHALLENGE

A heavy equipment manufacturer applied the same three instructional labels, in the same location, on multiple pieces of equipment. Each label was printed by a different supplier, leading to color variations, and applied separately by hand in close proximity to each other. Ensuring that the labels were properly aligned required extra time and attention during application. But even with the utmost care, the labels weren't consistently squared up.

SECTOR

Transportation

SEGMENT

Heavy Equipment

FUNCTION

Warning & Instructional

30%

Labor Savings

67%

SKU Reduction

22%

Material Cost Reduction



“We had always considered the warning and instructional labels on our equipment individually. IDENTCO brought a new perspective that made sense and ended up saving us money and improving productivity.”

OUR SOLUTION

Understanding the importance of prominent warning and instruction labels to heavy equipment manufacturing and operation, the IDENTCO team devised a solution that consolidated the three labels into one. A single label that looks like three different labels was easier to apply, increasing productivity and improving appearance, and led to a 22% reduction in material costs. In addition, working with a single supplier eliminated the issue of color inconsistency, and reducing the number of SKUs from 3 to 1 contributed to an overall lower total cost of ownership.