

Application Brief

Mobile Shelf Labeling for the Retail Environment



Industry

Retail

Product

Duratherm III Synthetic Label
PB22
PB32
PB50
CK3

Region

North America

Typical Application

Retail shelf labeling

Customer Benefits

- Marking longevity with durable labels
- Maximum printer battery life with optimized media
- Robust labels that function from ambient to freezer conditions
- Labels in a wide range of colors and sizes to meet signage guidelines
- Labels with versatile adhesive that bonds firmly, removes cleanly
- Increased accuracy in labeling process with mobile printing
- Seamless integration of Intermec media, mobile printers, and handheld computer

Industry Need

Aggressive pricing and promotions drive success in retail, and modern consumers are more price-sensitive than ever. The pressure to act and react quickly in modifying pricing continues to escalate. To meet this demand, today's retailer needs increasingly efficient ways to implement accurate pricing changes on the retail floor. Intermec's mobile shelf labeling products enable durable, versatile shelf marking at the point of use to improve efficiency and eliminate costly errors.

When prices change, it is critically important that the price on the shelf matches the price in the computer; when these do not agree, significant problems result. If the charged price is higher, customer satisfaction plummets. If the charged price is lower, profits are lost. As an added consequence, retailers regularly incur fines when pricing accuracy laws are violated.

Printing today is commonly completed in batch mode using a fixed printer located in a back room away from the retail space. These shelf labeling systems separate a batch printing process from the point of labeling, creating the potential for obsolete, inaccurate, or misplaced shelf labels. Additionally, this separation from point of use leads to wasted trips and inefficient travel between printer and shelves. For all these reasons, mobile label printing is becoming increasingly popular for shelf and product labeling in the retail environment.

Intermec Solution

With a lightweight handheld computer and a compact, belt-mounted mobile printer, the retail staffer can print Intermec shelf labels with up-to-the-minute accuracy on demand where and when they are needed.

Intermec's Duratherm III Synthetic Label face sheet provides the ideal balance of print performance and shelf stability for the retail environment. Optimized direct thermal chemistry reduces the level of printhead energy needed, maximizing labels printed per battery charge. Its bright white background and crisp black print ensure that customers can easily read and identify products and prices. The plastic face sheet, protective top coat, and durable preprint inks ensure printed images survive moisture and exposure to spilled products. These rugged plastic shelf labels have been proven durable and effective in environments ranging from automotive to frozen foods.

Intermec's all-temperature adhesive can be securely applied in conditions from ambient retail to freezer case shelving with confidence that it will remain in place for the duration of the price point. This versatile adhesive, paired with the strong synthetic face sheet, also provides controlled removability from most retail shelf surfaces. For unique performance requirements, our broad product portfolio also enables Intermec to provide a variety of alternate adhesive options when needed.

Intermec's Duratherm III Synthetic labels enable durable, accurate, easy-to-read mobile-generated pricing, empowering retail enterprises with improved profitability, increased customer satisfaction, and reduced liability.

Products

Duratherm III Synthetic Label with All Temperature Adhesive

Printer Recommendation

PB22, PB32, PB50 Rugged Mobile Label Printers [Profile](#)

Computer Recommendation

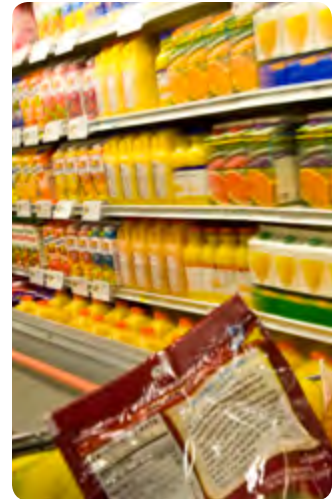
CK3 Series Mobile Computer [Profile](#)

The Intermec Advantage

Intermec printers and media are optimized to deliver superior performance when used together. Our rigorous testing and co-engineering ensures maximum printhead service life, consistently high print quality, and proven label and tag performance in demanding real-world environments. Intermec printers and media are complemented by our complete line of integrated solutions and services, including rugged mobile computers, RFID systems and advanced scanning technology. Intermec products and services are used by customers worldwide to improve the productivity, quality and responsiveness of their business operations.

For More Information

Contact Intermec for more information on improved mobility via on-demand shelf labeling in your retail enterprise.



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