

## RFID Labeling for Retail



### Industry

Retail, Warehouse, Distribution

### Products

Duratran II INtegrated RFID Labels/tags  
INdelible HP INtegrated RFID Labels  
TMX1000, 2000, 3000 series ribbons  
PM43, PC43  
CN70 RFID, CN70E RFID, CK70 RFID

### Regions

North America, EMEA, LATAM

### Typical Applications

Pallet labeling, Case labeling, Item labeling,  
Container tracking, Asset tracking

### Customer Benefits

- Improved accuracy in shipping, receiving, inventory control through RFID reliability
- On-demand generation of high quality printed/encoded RFID labels for item traceability
- Labor cost reductions by elimination of time consuming line of site manual inventory/cycle counts
- Improved inventory visibility and replenishment greatly reducing out of stock situations
- RFID INtegrated stock labels available for quick shipment
- Reduced total cost of ownership with free printhead replacement program when Intermec media and fixed printers are used together
- Assured compliance with industry standards
- Optimized hardware performance with integrated Intermec RFID solution (printer, media, reader)

### Industry Need

In today's fast paced retail environment, to remain competitive and profitable it is important that retailers and brand owners have a high level of real time visibility of inventory throughout the supply chain and including the retail shelf itself. Accurately tracking products from the manufacturer and through the DC's in combination with a good alignment with backroom replenishment processes are critical in addressing and improving operational concerns such as inventory related costs associated with cycle stock and safety stock levels.

To be successful in managing inbound and outbound operations as well as in stock and out of stock inventory, retailers must have a way to streamline their processes that will enable them to improve operations and efficiencies on all levels with the end result of increased sales and revenue. Major retailers are looking at multiple areas in their supply chain and at store levels that the integration of RFID into these operations could provide opportunities to make significant gains in speed and accuracy as well as multi-channel inventory management.

### Intermec Solutions

Intermec's RFID enabled printers, INtegrated RFID labels, and rugged RFID mobile computers enable end to end visibility of movement throughout the retail supply chain. From pallet and case labeling to item labeling at the manufacturer level or through the DC's, Intermec's RFID label products provide benefits resulting in increased accuracy and consistency of order shipments and reduction of misplaced items and inventory shrink. Through the use of RFID and EPC codes (electronic product codes) for item level tracking, information specific to the item gives detailed visibility as to when the item was produced, how it got from the production line to the DC and ultimately to the retail location.

Accuracy is critical to ensure the right SKU is available to meet consumer demands. The ability to walk through product displays and immediately conduct inventory counts in reduced time lowers labor hours. Non line of sight data collection that RFID provides empowers retail managers to accurately identify SKU data for precise features to prompt the redirection of product to the right location in the minimal amount of time.

RFID enables improved management and reduction of out of stock situations which ultimately enhances the customer experience and promotes repeat business and customer loyalty through higher product availability. In addition, the use of RFID labels in the supply chain can significantly reduce the amount of counterfeit products in the marketplace by providing the capability to authenticate items as they move from the manufacturer to the retailer.

RFID management of assets like returnable totes or containers also results in greater loss prevention and increased profitability. Through the use of Intermec's High Performance RFID tote tracking label solution customers have realized a significant reduction in container replacement costs.

#### [RFID for Reusable Container Management](#)

Intermec offers an INtegrated RFID label product line to support the labeling requirements throughout the entire retail supply chain. And as a leader in RFID technology and standards development Intermec has extensive experience in assisting manufacturers, distributors, and retailers implement complete RFID solutions to improve efficiencies and streamline their business operations.

#### **Media Recommendation**

Duratran II INtegrated RFID Labels

INdelible HP INtegrated RFID Labels

#### **Ribbon Recommendation**

TMX1000 Series Wax (Duratran II)

TMX2000 Series Mid-Range (Duratran II)

TM 3000 Series Resin (INdelible HP)

#### **Printer Recommendation**

##### **PM43 RFID Printer** [Profile](#)

**Ready** – *Fastest to deploy. Seamlessly fits any environment.*

- Large color multi-lingual tamper proof touch-screen or icon user interface
- No touch configuration capabilities
- Only CCX & WiFi certified fixed printers with standard IPv6 implementation

**Reliable** – *Maximize uptime. Built from 40 years of printing innovations.*

*3rd generation platform.*

- Precision Print for consistent bar code printing with pin point accuracy
- Multilingual Web page loaded on every printer ensure easy device monitoring
- Strong metal structure with metal door that can be locked for media protection

**Perform** – *Increase productivity and process efficiencies.*

- Fastest throughput in its class
- Powerful programmable capability with ability to directly connect peripherals
- Most connectivity options in the market

##### **PC43 RFID Desktop Printer** [Profile](#)

**Intuitive** – *Easiest to Install & Use*

- Multi-language LCD or universal icon user interface
- Step-by-step installation wizard

**Flexible** – *Fits your business today & tomorrow*

- Scalable connectivity & accessories
- Choice of placement options – wall or cart mountable

**Smart** – *Keeps you informed & productive*

- Diagnostics through color display or icons
- User installed upgrades & accessories
- Remote management

#### **Computer Recommendation**

##### **70 Series RFID** [Profile](#)

- Fully integrated UHF RFID reader with no visible external antenna
- Best in class ruggedness, battery life, and ergonomics
- Full compatibility with Intermec printers, application software, communications, peripherals and accessories integrating and enabling a comprehensive enterprise business solution



RFID Integrated Label Solutions for Retail				Leading Label Configurations		Leading Ribbons	
Application	Material	Durability	Temp. Range	Industrial Printers (PM43)	Desktop Printers (PC43t)	Industrial Printers	Desktop Printers
Pallet labeling	Duratran II Integrated RFID Label	Excellent print quality. Resistant to moderate abrasion, heat, and sunlight	25F minimum application, -65 to 200F service	4x6" roll ILR00255 (Stocked)	4x6" roll ILR00259 (Stocked)	TMX1000 Series: 4.1x18,000" (11234118) TMX2000 Series: 4.1x18,000" (12234118)	TMX1000 Series: 4.4x10,800" 11234012 (1.0" core) TMX2000 Series: 4.1x10,800" 12234012 (1.0" core)
Case labeling	Duratran II Integrated RFID Label	Excellent print quality. Resistant to moderate abrasion, heat, and sunlight	25F minimum application, -65 to 200F service	4x2" roll ILR00254 (Stocked)	4x2" roll ILR00258 (Stocked)	TMX1000 Series: 4.1x18,000" (11234118) TMX2000 Series: 4.1x18,000" (12234118)	TMX1000 Series: 4.4x10,800" 11234012 (1.0" core) TMX2000 Series: 4.1x10,800" 12234012 (1.0" core)
Returnable container labeling	INdelible HP Integrated RFID Label	Best; 8 years + outdoor. Superior scratch, smudge, and chemical resistance.	50F minimum application, -40 to 302F service	4x2" roll ILR00245 (Make to order)	Custom	TMX3000 Series: 4.09x18,000" (13634118)	TMX3000 Series: 4.1x10,800" 13634012 (1.0" core)
Item level labeling	Duratran II Integrated RFID Label	Excellent print quality. Resistant to moderate abrasion, heat, and sunlight	25F minimum application, -65 to 200F service	4x1" roll ILR00271 3x1" roll ILR00269 (Make to order)	4x1" roll ILR00272 3x1" roll ILR00270 (Make to order)	TMX1000 Series: 4.1x18,000" (11234118) 3.15x18,000" (11233018) TMX2000 Series: 4.1x18,000" (12234118) 3.15x18,000" (12033118)	TMX1000 Series: 4.4x10,800" 11234012 (1.0" core) TMX2000 Series: 4.1x10,800" 12234012 (1.0" core)

### The Advantage of an Intermec Complete RFID Solution

In a demanding retail environment where accuracy and efficiency are key factors Intermec RFID printers, INtegrated RFID media, and RFID readers are optimized to deliver superior performance when used together. Our RFID labels, printers and readers are complemented by a complete line of integrated solutions and services including RFID systems and deployment services and are used by customers worldwide to improve productivity, quality and responsiveness in their business operations. Our rigorous testing and co-engineering ensures consistently high print quality, proven label and tag performance in demanding real-world environments, and maximum print head service life for reduced downtime.

### Printhead Replacement Program

Intermec will provide no cost replacement printheads, as failures occur due to normal wear and tear, to those customers who use Intermec Media Products exclusively with their Intermec direct thermal and thermal transfer fixed printers. For full details, click [here](#).

### For more information

Contact Intermec for more information about RFID solutions tailored to your retail industry needs.



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