



TAKING FOOD ROTATION LABELS TO A WORLD-CLASS LEVEL





The Client: A food & beverage manufacturing company that required an ongoing supply of dissolvable labels with a writable surface.

The problem: Long lead times resulted in stock-out situations, unfulfilled customer orders and excess inventory.

The solution: The product specs were reverse-engineered to create a specialized work cell, sized to run daily on a single shift, which could continuously supply the client with product rather than them receiving just a few gigantic shipments per year.

A food and beverage manufacturer in Huntington Beach, Ca. was frustrated with their label vendor's work supplying a specialized brand of dissolvable and biodegradable food rotation labels. The supplier's output was low-quality, they often missed delivery dates and were poor at communicating.

The manufacturer went looking for a local supplier that had an ISO 9001-2015 certification. This creator of foodservice solutions reached out to Coast Label, a Resource Label Group company.

The brand had several custom, out-of-the-ordinary and hard-to-specify elements — and was a perfect fit for Coast Label's ability to deliver consistent quality every time.



LONG LEAD TIMES AND FREQUENT STOCK-OUTS? TIME FOR A CHANGE.

The food rotation labels help move products. The manufacturer needed these labels to be finished, retail-ready and ready to ship.

Unfortunately, their previous supplier couldn't keep up with demand which resulted in a number of bottlenecks:

- The client had been placing just a few enormous orders per year, which required forecast sales volume and order timing by SKU that this vendor couldn't handle and the market wouldn't allow
- The supplier had to buy from at least two manufacturers, which slowed down production
- Mid-order SKU mix changes were impossible with this process
- Timely communication was difficult
- Long lead times resulted in stock-out situations, unfulfilled orders and overstocked inventory



ASSESSING THE SITUATION

After an initial trial run and facility tour, Coast Label proved they could handle the food rotation labels. Not only were the businesses only 10 miles apart, but Coast Label is a manufacturer and not just a reseller with a clean and organized production plant.

Even with impressive resources, staff and capabilities, Coast Label still faced a daunting task:

- The client didn't have product specs, so Coast Label had to reverse-engineer the dissolvable labels from cases of each product.
- A case of 24 rolls of labels (6,000 labels total) also requires as many as 137 additional components, including cores, dispenser cartons, date coding, shrink wrapping, 4-pack sleeves, sleeved-set labels, master shipping carton, outer carton labels, etc.
- The quoted project totaled about 750,000 rolls of 250 labels each, with rolls on 1" cores that range between 42 and 65 feet of product length per roll and need to be boxed, date coded and shrink-wrapped. That's 3125 rolls per day, 5 days a week, 52 weeks a year.
- Some SKUs were bundled in four-packs with clear shrink sleeves and some needed individual UPC labels applied.

The solution was to create a specialized work cell, sized to run daily on a single shift, which would supply continuous product. This flexible work cell could shift from one SKU to another every week or so and closely match supply to the client's inventory needs.

Coast Label made a very compelling proposal that offered a vastly improved service, reduced shipping costs, improvements in the product itself and all with a competitive price. The client was impressed and tentatively awarded the order subject to successfully manufacturing a qualifying run of each of the 17 SKUs in full-case configurations.

The qualifying run was accepted on the first try, and Coast Label received the initial food rotation label PO. Coast Label got started on the job using existing equipment even before the specialized work cell components arrived. In all, Coast Label invested in new equipment and tooling to manufacture the food rotation labels with world-class quality and labor efficiency.





DELIVERING ON PROMISES

Coast Label performed as they promised they would. The benefits to the client from this partnership have been numerous:

- Improved communication
- Flexible work cell allows changes in demand that impact stock levels
- Improved product quality due to brand new, high quality full-servo turret rewinder
- Improved quality overall, with 100% scores on every vendor scorecard
- Improved accuracy of the date coding by ink-jetting it on each dispenser carton
- Cut shipping costs and transit time 5-7 days to same day
- Never out of stock on any SKU
- “Leaned out” manufacturing line that is now at a world-class
- Changes to tooling pushed the press widths one lane wider, saving both roll stock costs and rewind cycle times
- Narrowed the shrink film with equivalent results, saving significant costs per year in film while generating less waste
- Better performing film that shrinks with less heat, which will save on electricity and wear on the shrink wrap line because lower heat requires less maintenance

NEW PRODUCT INNOVATIONS

The relationship between the food and beverage manufacturer and Resource Label Group continues to grow with a number of mutually beneficial projects, including:

- A private-label brand of food rotation labels
- Labels for new serve ware, made from a dissolvable label material that easily washes off in the initial dishwasher cycle or by hand
- RLGreen™ RinseAway™ labels wash away completely with common tap water and very little scrubbing. The labels simply disintegrate as a result of normal washing, leaving nothing behind to dispose of.

RinseAway labels are part of our RLGreen sustainable product portfolio. While traditional pressure sensitive labels are designed to resist removal, RinseAway labels save employee time and effort by dissolving easily in common tap water. No label residue or adhesive is left behind, which reduces the risk of bacterial contamination. These easy-to-remove labels are the ideal solution for inventory, container content, product ID and expiration date labeling.

