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9 - 10 December 2020



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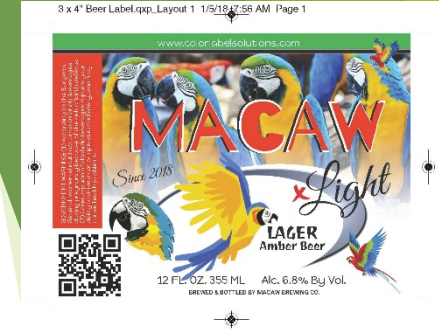
# Color Label Solutions

Division of General Data

Guy Mikel

Using Variable Color and Images

Helping Customers and Employees Identify SKU's/People



# About

Color Label Solutions, [www.colorlabel.solutions](http://www.colorlabel.solutions), is the premier provider of print on-demand color systems. Now a division of General Data.

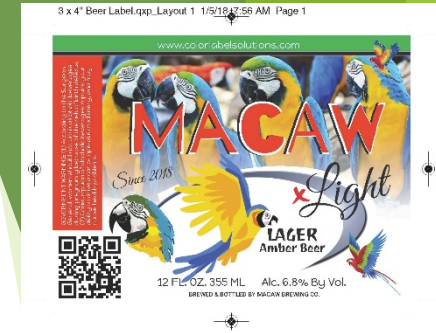
Other websites include:

- ▶ [www.ghs.solutions](http://www.ghs.solutions)
- ▶ [www.cannabislable.solutions](http://www.cannabislable.solutions)
- ▶ Blog [www.colorlabelsondemand.blogspot.com](http://www.colorlabelsondemand.blogspot.com)

After selling, installing and supporting hundreds of companies move to print on-demand color and GHS labels, Color Label Solutions is the best choice for a partner to print labels on demand.

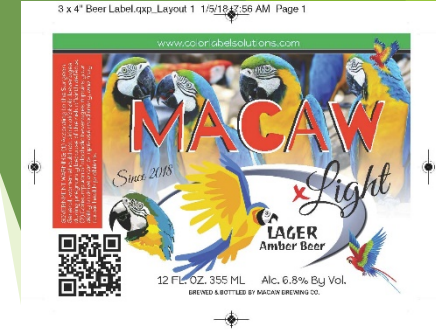
General Data. [www.general-data.com](http://www.general-data.com) is recognized as an expert resource for all aspects of labeling, automatic identification, barcode data collection, field mobility, equipment service, fixed asset management, and managed print services.

**Merger:** <https://colorlabelsondemand.blogspot.com/2019/02/color-label-solutions-merger.html>



# SKU Proliferation/Tracking: Makes Human Identification More Difficult

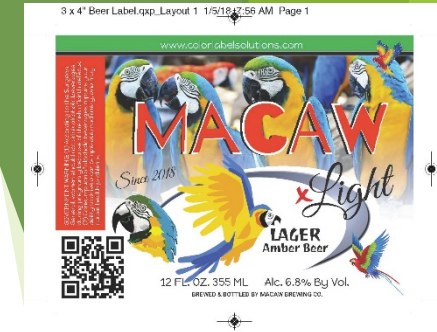
- ▶ **SKU Proliferation** refers to the process by which a company adds products to their inventory. The justification for adding **SKUs** seems logical; if customers seem to be purchasing certain types of products, increasing the variations of those products should increase sales.
- ▶ **More SKU's/More Items To Identify** = More Potential Confusion
  - ▶ **Internally** - Warehouse and Supply Chain
  - ▶ **Externally** – Customers/People in general
- ▶ **AIM Industry** produces tremendous technology to identify items automatically; but options exist to improve identification for Humans.
  - ▶ Old School Option





# Colors/Images: Color Coding Makes Human Identification Easier

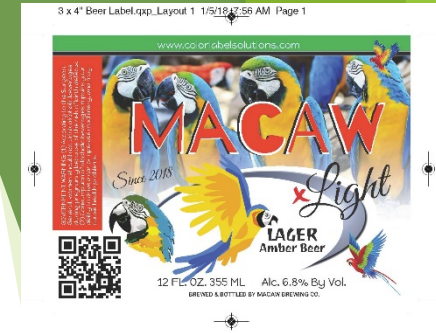
To improve recall, organizations such as Disney and O'Hare use a combination of colors and images to improve recall. Colors/Images become mnemonic devices.



# Colors/Images: Color Coding Regulations Makes Human Identification Easier

## ASTM D4774-06 Standard Specification for User Applied Drug Labels in Anesthesiology

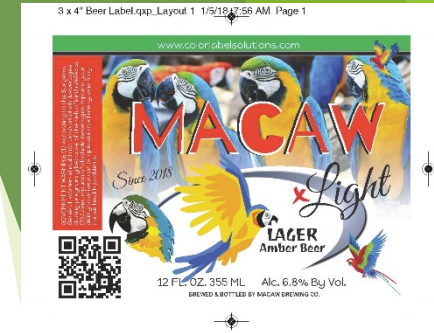
- ▶ Blue for opiates
- ▶ Fluorescent Red for neuromuscular blockers
- ▶ Yellow for induction agents
- ▶ Orange for tranquilizers



# Label Creation Software: Makes Variable Colors/Images Easy

Automate the process to add color and images to eliminate errors. Software is the step in the process for most companies.

- ▶ **Embed:** colors/images/logos into templates
- ▶ **Set Up If/Then Logic:** i.e. make blue if Wednesday or green if Sativa
- ▶ **Connect To Database:** Pull images from database by SKU



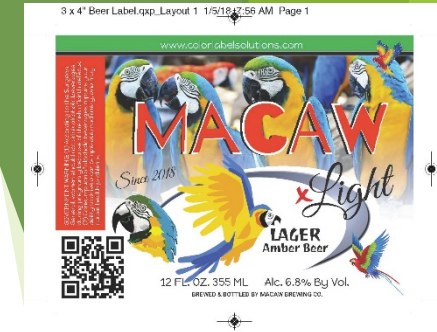


# Variable Colors/Images Market Examples: Building Materials

Industries such as Building Materials have lots of SKU's. Almost impossible to manage using preprinted labels.

- ▶ **Jaclo: Over 200,000 SKU's of plumbing products**

- ▶ <https://mediaserver.goepson.com/ImConvServlet/imconv/13321aab8fbfe11ee8618b3f810e4195b4f744a0/original>

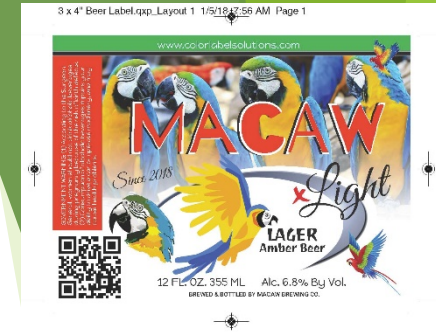


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- ▶ **QuickScrews: over 200,000 SKU's of fasteners**

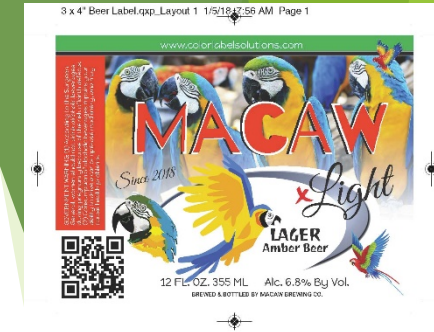
- ▶ <https://colorlabelsondemand.blogspot.com/2017/05/perfect-print-on-demand-color-label.html>



# Variable Colors/Images Market Examples: Building Materials

Industries such as Building Materials have lots of SKU's. Almost impossible to manage using preprinted labels.

- ▶ Vendors to Home Depot/Lowe's (Picture on a Label)
  - ▶ <https://colorlabelsondemand.blogspot.com/2012/08/six-degrees-of-separation.html>

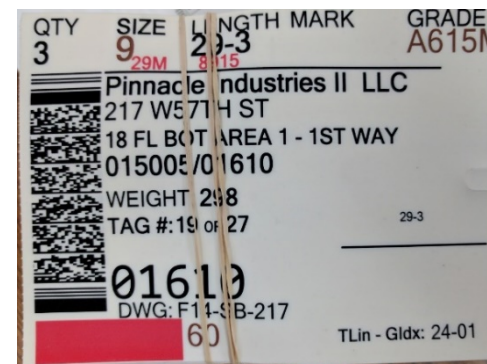
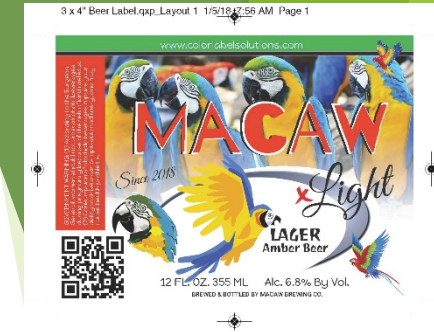




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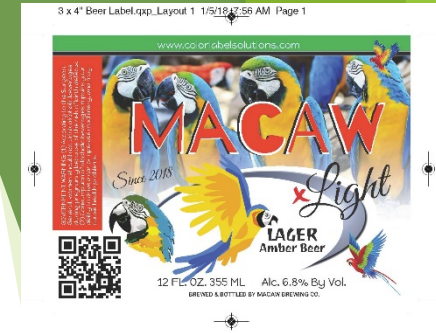
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- ▶ **Vendors to Home Depot/Lowe's**
  - ▶ <https://colorlabelsondemand.blogspot.com/2012/08/six-degrees-of-separation.html>
- ▶ **Brooklyn Rebar: Over 300 types of Rebar**
  - ▶ <https://colorlabelsondemand.blogspot.com/2017/08/color-rebar-tags.html>



# Variable Colors/Images Market Examples: Cannabis

Cannabis producers color-code strains/hybrids to make it easier for consumers to identify/purchase.

- ▶ **Brite Labels: Color for each strain**
  - ▶ <https://colorlabelsondemand.blogspot.com/2019/01/california-road-trip.html>
- ▶ **Georgetown Cannabis**
  - ▶ <https://colorlabelsondemand.blogspot.com/2017/12/seattle-cannabis.html>



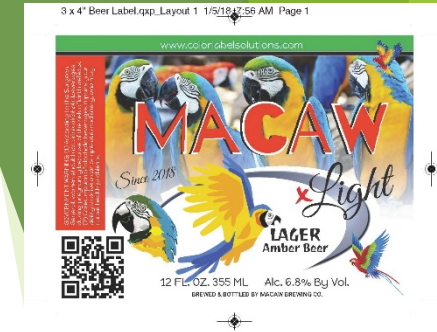


# Variable Colors/Images Market Examples: Food

Food producers color-code types to make it easier for consumers to identify/purchase.

- ▶ **Foodie Fit: Color for each type of meal**

- ▶ <https://colorlabelsondemand.blogspot.com/2018/11/foodie-fit-labels.html>



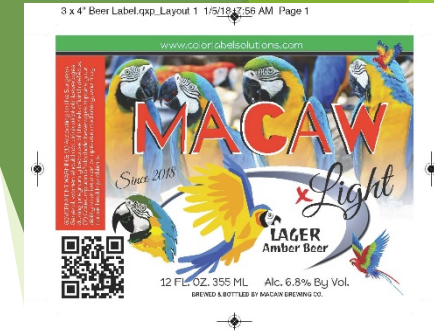
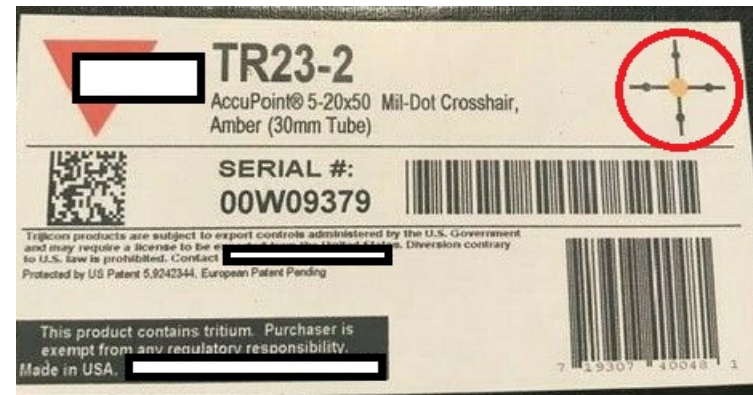
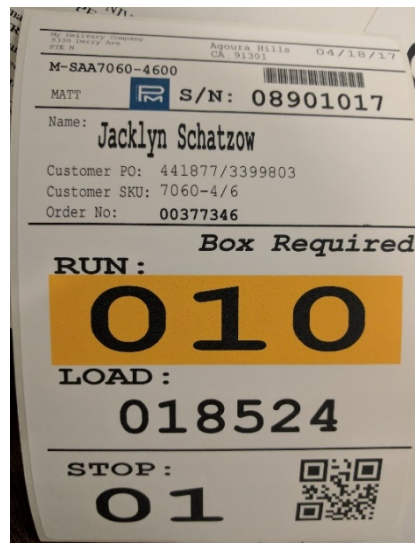
# Variable Colors/Images Market Examples: Manufacturers

Manufacturers use color-codes to improve internal/shipping operations; and to make it easier for consumers to identify/purchase.

- ▶ **Pleasant Mattress: Color for each batch/shipment**

- ▶ <https://colorlabelsondemand.blogspot.com/2017/06/on-demand-color-mattress-tags-labels.html>

- ▶ **Consumer Manufacturers: Shoes and Sporting Goods**



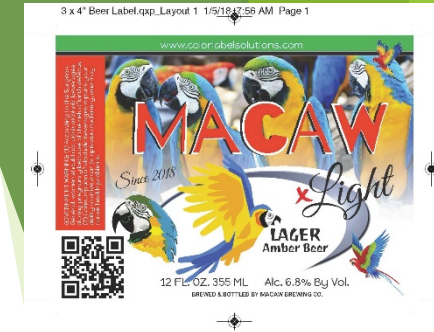
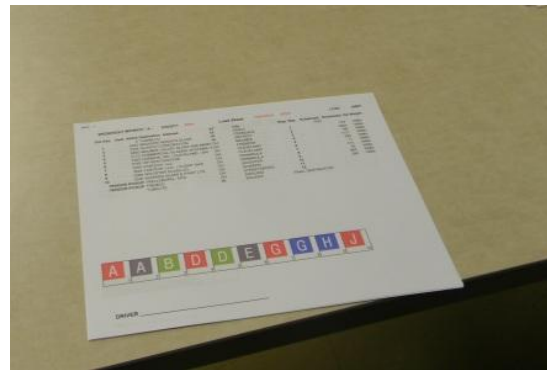
# Variable Colors/Images Market Examples: Logistics

Manufacturers with drop shipments use color-codes to improve staging/pulling from trucks to reduce errors. Additive to Automatic Identification technology.

## ► Tubelite: Color for each stop

- <https://mediaserver.goepson.com/ImConvServlet/imconv/cf616844a37b926a1bc08b925cbba6ec22cd16f5/original>

SHIP TO: Order 2/25/2011 Promise 3/8/2011 Pack 3/4/2011 13:40:24  
**121260 TFC**  
**United Plate Glass Company**  
108 Grundman Drive  
Butler PA 16001 stock  
**Stock 2.25.11**  
BOX# PC COL QTY SIZE  
951936 F36AL-C2 C2 1.0  

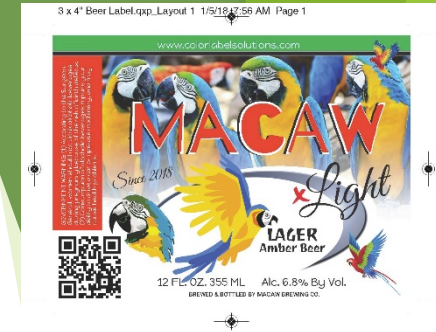
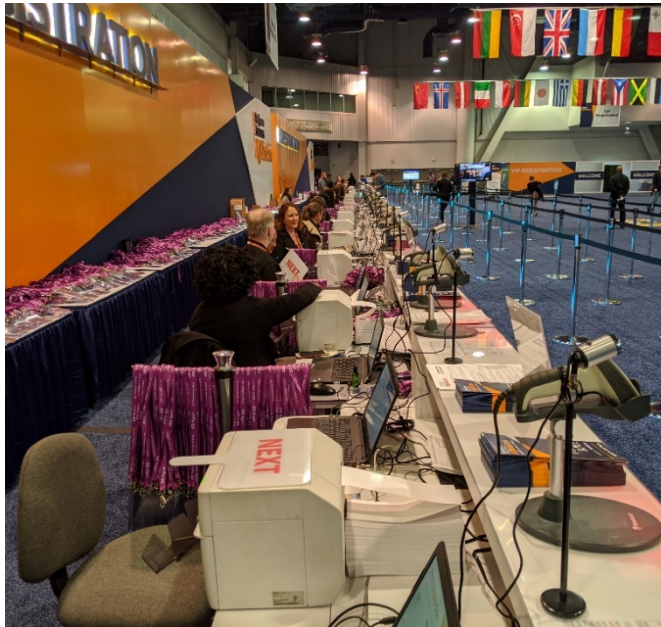


# Variable Colors/Images Market Examples: Tradeshow/ID Badges

Tradeshow Producers use color-codes/images to identify people/types of attendees, prevent pass-along and offer variable messaging to end consumers.

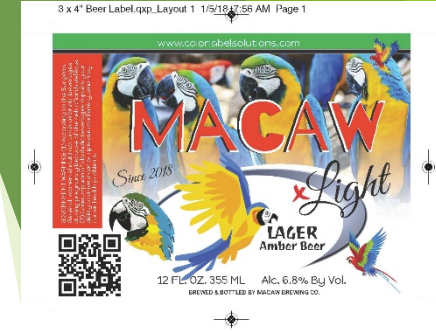
- **CompuSystems At CES: Variable color and images**

- <https://colorlabelsondemand.blogspot.com/2018/01/ces-2018.html>



# Adding Color-Codes: What Is The Recommended Process?

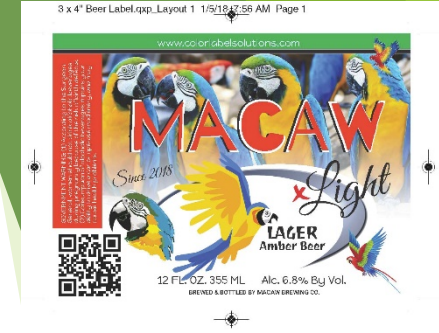
- ▶ **Set Standards:** What do colors/images mean?
- ▶ **Gather Icons/Variable Images:** What do I have/what is missing?
- ▶ **Select Software:** Which software fits my requirements? More SKU's, the more software matters.
- ▶ **Purchase Printers/Labels:** What sizes/volumes/material. We make printers easy.
- ▶ **Test/Adjust System:**
- ▶ **Train Customer/Employees:** What do colors/images mean?





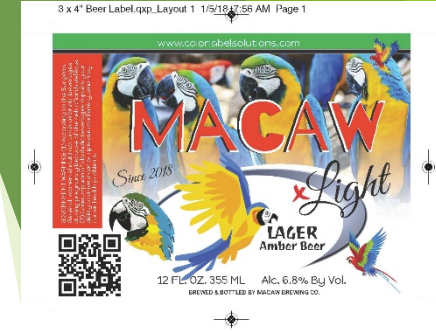
# SKU Proliferation/Tracking: Use Color-Codes To Improve Human Communication

- ▶ **Colors/Images** helps humans identify and remember items.
- ▶ **Software** makes variable images and colors easy to do.
- ▶ **Multiple Markets** benefit from adding color codes to labels.
  - ▶ Building Materials
  - ▶ Cannabis
  - ▶ Food
  - ▶ Manufacturers
  - ▶ Logistics
  - ▶ Tradeshow/ID Badges
- ▶ **Color Codes** don't replace AIM Technology; but supplements to improve productivity.



# Contact For More Information:

- ▶ Guy Mikel; Color Label Solutions
- ▶ Email: [info@colorlabelsolutions.com](mailto:info@colorlabelsolutions.com)
- ▶ Call: 855-962-7670
- ▶ Website: [www.colorlabel.solutions](http://www.colorlabel.solutions)
- ▶ Blog: [www.colorlabelsondemand.blogspot.com](http://www.colorlabelsondemand.blogspot.com)



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**Don't forget to complete the session survey  
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**We need your input**

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**Presentations will be available on-line soon. You will receive an email with a link when they are available.**