

SOLUTIONS@SOURCE

Wine & Spirits Guidelines



GEN-FOOD3_V01_100910



Enhanced Performance

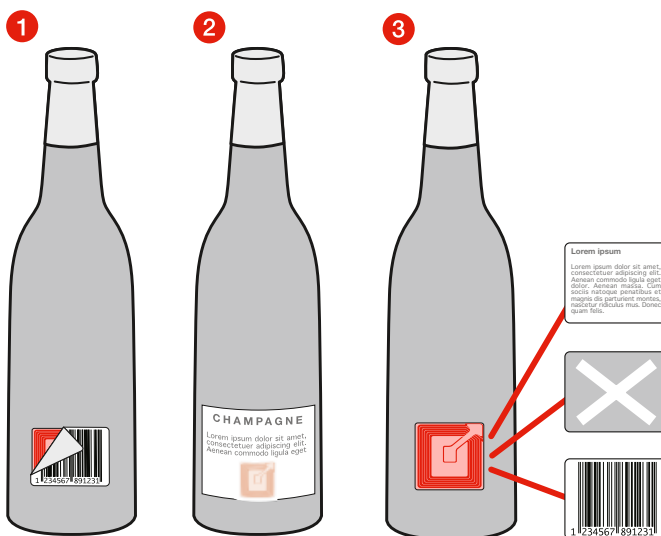
TAGGING SUGGESTIONS

The following recommendations are for non metallic products with non metallic packaging e.g. no metal casing, metal foil, metallic ink flood coating, metal back paper etc.

For optimum performance, RF labels should never be applied directly to, or positioned against, metallic or high metal content materials.

Where metallic materials are used for packaging presentation, they should be replaced with Iridine® or MiraFoil® coated materials, or with plain non metallic printed carton or plastic, which allows the RF label to function correctly.

DIRECT INLINE APPLICATION



1 The RF label is applied automatically to the bottle directly behind the position of the back label under the barcode.

2 The manufacturer's brand label is then applied on top of the RF label making it invisible.

Metallic product labels should not be used in this process.

3 RF labels can also be directly overprinted with variable data to replace the existing barcode label, or with brand information, user instructions or warnings, and applied to the outside of the product packaging.

IMPORTANT: Where possible, the RF label should be positioned on the same plane as, and ALWAYS within 10 cms (4") of, the product barcode, preferably directly behind it.

RF labels can also be spotted behind brand or barcode labels. For detailed information see Spotting guidelines.

RF labels should always be positioned within 10 cms (4") of the EAN barcode.

APPLICATION CHARACTERISTICS

Due to the fact that bottling lines are heavily mechanised & designed to operate at high speed (typically at velocities of up to 24.000 bottles per hour), Checkpoint recommends that only EP RF labels, especially designed for automatic application, be used for this application process.

For any questions regarding this or any other labelling process contact your local Checkpoint representative.



Checkpoint Systems is a global leader in shrink management, merchandise visibility and apparel labelling solutions. Checkpoint partners with retailers and their suppliers to reduce shrink, increase shelf availability, ensure labelling consistency and achieve operational excellence. Checkpoint's solutions enable retailers to enhance the shopping experience for consumers, and grow their businesses profitably.

Electronic Article Surveillance



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Shrink Management Software



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CONTACT
Solutions_Source@checkpt.com

