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## **Frozen Foods | Consumer Packaged Goods Producer Deploys Printronix SLPA7000<sup>e</sup>™ Printers in Conjunction with RFID Process Flow Solution**

### **Profile**

As a successful, \$15-billion-plus producer of consumer packaged goods (CPG) ranging from food and beverage to apparel and household products, the company is most often recognized for its popular cakes and frozen baked desserts. The company is one of Wal-Mart's top 100 suppliers, ranks in the Fortune 200, operates in 55 countries, and markets well-known branded products in 200 nations.

### **Situation**

The company initially sought out an RFID solution in advance of Wal-Mart's January 2005 RFID compliance deadline. The goal was to build an RFID technical platform that could be systematically leveraged across the company's entire organization. Through a pilot project, the company studied RFID tag performance as part of the de-palletization/re-palletization processes, known in the industry as "slap and ship." Setting aside mixed pallets at the end of the normal shipping process, and adding an RFID application step, the company was able to test different RFID printers with various types of products and packaging, i.e. liquids and metals, in environments ranging from cold to ambient to hot.

### **Goals**

The company needed to develop an efficient RFID pilot process flow that:

- § Would automate the "slap and ship" process by encoding, printing and applying RFID labels
- § Featured multi-protocol UHF encoders to encode multiple tag classes and sizes
- § Would effectively address the needs of the company to tag high-volume, high-speed cases, then individual pallets for shipment and select distribution

### **Results**

Familiar with other Printronix products, the company contacted Printronix for a demonstration of an RFID desktop printer, which after review and testing, was chosen to assume RFID label printing for the pilot project. In partnership with Manhattan Associates, the company's third-party logistics provider and supply chain execution and optimization specialists, the company developed an efficient RFID pilot process flow leveraging Manhattan Associates' RFID-in-a-Box®, a comprehensive suite of RFID-enabled and EPC-aware supply chain execution and visibility solutions, along with the Printronix SLPA7000<sup>e</sup> RFID encode-print-and-apply RFID printer applicator, for simplified implementation of RFID. The company also uses the Printronix SL5000<sup>e</sup>MP™ desktop RFID printer for less intense pallet labeling.