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Frozen Foods | Manufacturer of Frozen and Refrigerated Foods Meets RFID Compliance Mandates Using the Printronix SLPA7000^e™ Printer

Profile

As a large U.S.-based manufacturer of both frozen and refrigerated foods, the company produces thousands of different products for a wide range of customers including Wal-Mart and other retailers.

Situation

In order to meet the Wal-Mart RFID mandate, the company implemented a process-driven approach using its existing Ethernet-based host system network to interface with its enterprise resource planning (ERP) system, eliminating the need for a third-party integrator. Having had extensive experience with automated barcode manufacturing processes using non-RFID print and apply systems, the company's IT personnel identified the need for an application that would replace current systems with RFID-enabled applications, and turned to Printronix for help in choosing an Ethernet-enabled Smart Label Printer Applicator.

Goals

The company needed an RFID-enabled print solution that could:

- § Function while accommodating irregularly shaped packages and surfaces
- § Encode multiple protocols (EPC Class 0, 0+, and 1)
- § Offer proven reliability and upgradeability for asset management

Results

Leveraging the Printronix SLPA7000^e™ RFID-enabled printer, the company not only met Wal-Mart's RFID mandate, but also reaped the benefits of real-time management, and greater visibility and communication within the supply chain. With the Printronix solution, the company's products were now consistently being bar-coded and RFID-enabled for EPC compliant customers, which has increased product visibility for tracking and inventory purposes, and improved line efficiency. The company also experienced increased accuracy as a result of dual redundancy (barcode and EPC), which eliminates data errors by identifying discrepancies in real-time, and offers the ability to identify product uniqueness in the event of a recall. Due to the reduction of points of failure within their infrastructure, and the elimination of middleware and its associated maintenance requirements, the company also experienced an improvement in system reliability.