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## **Snack and Beverage | Leading Food and Beverage Company Meets Wal-Mart RFID Compliance Mandates with Printronix SL5000<sup>e</sup> and SLPA7000<sup>e</sup>™ Printers**

### **Profile**

As one of the world's largest food and beverage companies, this multi-national corporation manufactures, distributes and markets global brands in 200 countries.

### **Situation**

With the Wal-Mart January 2005 RFID compliance deadline looming, the company needed replace its non-RFID distribution processes with an RFID-enabled solution that would not only meet the compliance mandates, but also improve operational efficiencies by supporting the documentation and tracking of products from the manufacturer's warehouse to the retailer's distribution centers, and throughout the supply chain. In order to find an RFID distribution solution, the company first identified key software and hardware manufactures with proven expertise in the deployment of flexible, integrated RFID solutions.

### **Goals**

- § To build an RFID solution that could be scaled to support future system expansion, address ROI process optimization, and prevent system down-time through incremental deployment
- § To develop a system that would adapt to various existing manufacturing and distribution practices, accommodate future changes in supply chain management, and enable the company to implement a standardized RFID solution across all business units
- § To offer multi-protocol EPC Class 0, 0+, and 1 support, as well as enable the company's divisions to select protocols that are suitable for their unique requirements, for optimal RFID tagging

### **Results**

To meet these goals, the company tapped a global leader in supply chain warehouse management systems (WMS); a local integrator known for providing complete RFID hardware, software and services; and Printronix for the flexibility and adaptability offered by its SLPA7000<sup>e</sup>™ smart label RFID printer applicator, and SL5000<sup>e</sup> RFID-enabled high-frequency, multi-protocol thermal transfer printer. An RFID pilot was implemented at three different distribution warehouse locations for two different product lines – convenience food and beverage. With the help of its three enterprise alliance partners, including Printronix, the company met Wal-Mart's RFID mandate, and also experienced the benefits associated with system scalability – products are now always bar coded and RFID enabled for EPC-compliant customers; flexibility – leveraging both existing and emerging Auto-ID infrastructure by simultaneously generating bar codes and an EPC, the solution can adapt to different product groups and accommodate supply chain modifications; and adaptability – the software and hardware infrastructure provides asset protection that enables the company to use the protocols its applications require.



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## **Targus | From Notebook Case Inventor to Computer Accessory Leader**

### **Situation**

As the dominant leader with more than 60 percent market share in laptop cases, Targus began to broaden its focus to include additional computer accessories to meet the needs of all mobile users.

### **Goal**

Expand Targus' established presence from the business marketplace and leverage its strong distribution channels to position the company as the preferred mobile accessory provider in the lifestyle, OEM, enterprise and channel marketplaces. Position Targus as a key provider of computer accessories for mobile users as well as for notebook cases using an aggressive public relations campaign.

### **Results**

The PR campaign successfully positioned Targus as a leader in delivering a broad range of innovative computer accessories that fit the mobile lifestyle ranging from students to executives. Targus' media coverage now includes more than 300 reviews and recommendations for lifestyle and entertainment products, including iPod accessories and OEM cases for notebook computers from Toshiba, HP and Panasonic. The campaign has expanded media coverage to reach over a billion readers in both print and online portals in less than a year.