

# The journey of a warehouse label

Labelling mistakes impact a warehouse's productivity and customer satisfaction. But how can you spot and avoid them throughout the order fulfilment process? **Let's find out.**

1



## Order received

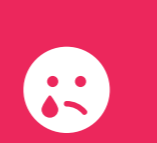
Once a customer makes a purchase, the labelling journey from product identification to delivery begins.

2



## Identifying the right order

Warehouse staff rely on properly printed labels to get products ready for packing.



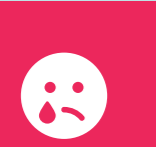
### Where can it go wrong?

37%\* of warehouses say that poor label printouts result in product misplacement, stockouts, or overstocking.



### How can you fix it?

Integrate printers with WMS or ERP systems, which can maintain data integrity and reduce the risk of human error.



### Where can it go wrong?

92%\* of mislabelled inbound goods stem from using industrial label printers located away from receiving areas.



### How can you fix it?

Invest in mobile workstations and mobile printers to make your warehouse more flexible.

3



## Getting ready for delivery

At this stage, packages need to be categorised into different criteria, like destination, priority, or shipping methods.

4



## Ready, set, ship!

Once they're ready to be sent, packages go through the final stages to be loaded and transported.



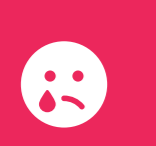
### Where can it go wrong?

76%\* of our respondents experienced rejected deliveries due to barcodes that couldn't be read.



### How can you fix it?

Choose a versatile printing solution that can adapt and grow with the business in terms of connectivity, speed, autonomy and technology. E.g., an industrial printer to cover direct thermal and thermal transfer printing.



### Where can it go wrong?

From loading a package onto transport, parcel tracking begins by scanning parcel codes into the system. Errors here mean a parcel can't be loaded and needs to be relabeled, costing time and money.



### How can you fix it?

Implement mobile workstations or forklift printers so you can quickly relabel packages in the loading bay, without having to return them back to the warehouse.

5



## The order is on its way

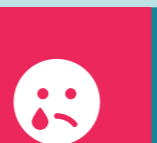
The customer gets a notification that their order is being shipped and receives their tracking code.

6



## Processing returns

The order has reached the customer but they need to make a return.



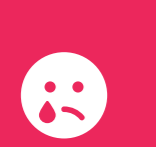
### Where can it go wrong?

During shipping, if a labeling error has occurred, or a change of address has been made, traceability is easily lost and there may be no other option than to return a parcel back to base.



### How can you fix it?

Use mobile printers to print on the move, whether you need to print confirmation of delivery or relabel an item if it couldn't be delivered and needs to be immediately returned.



### Where can it go wrong?

No matter the reason for return, making the process complicated can exacerbate customer frustration.



### How can you fix it?

Minimise the impact of returning an item by including a return label in the packaging or offering a scannable barcode, with clear return instructions.

## Don't let poor labelling practices hold your warehouse back

To find out more about our transport and logistics printing solutions and how they could help, get in touch today.

