

# Developing Durable Warehouse Labels to Combat Challenging Conditions

*Camcode Delivers Customized Solutions to Improve Transportation Company's Freight Tracking*

**Lynden provides transportation and logistics solutions** in challenging environments, such as Alaska, Western Canada and Russia. By land, air, or sea, customers depend on Lynden to solve complex freight issues in order to deliver goods.

With facilities and equipment located in harsh environments, Lynden required warehouse labels that would remain durable and readable in a variety of conditions. Lynden's previous identification system consisted of printed signs with names, aisle numbers and door numbers, but these were not efficient.

Looking to create high performance scanning and reliability in freight and equipment locations, Lynden decided to utilize high quality, durable warehouse signs and labels from Camcode to represent physical locations in its warehouse. Specifically, these warehouse labels made it possible to scan freight to locations in real time without manual data entry, and identify the precise location of freight in staging aisles. Overall, a warehouse barcode system would allow Lynden to keep better track of customers' freight and create efficiency.

*"[The] products have exceeded our expectations for scanning distance and performance."*

Lynden selected unique Camcode products for their warehouse label needs. For areas that required barcode scanners to read data from distances up to 30 feet, Lynden selected Camcode's Hanging Long-Range Retro-Reflective signs.

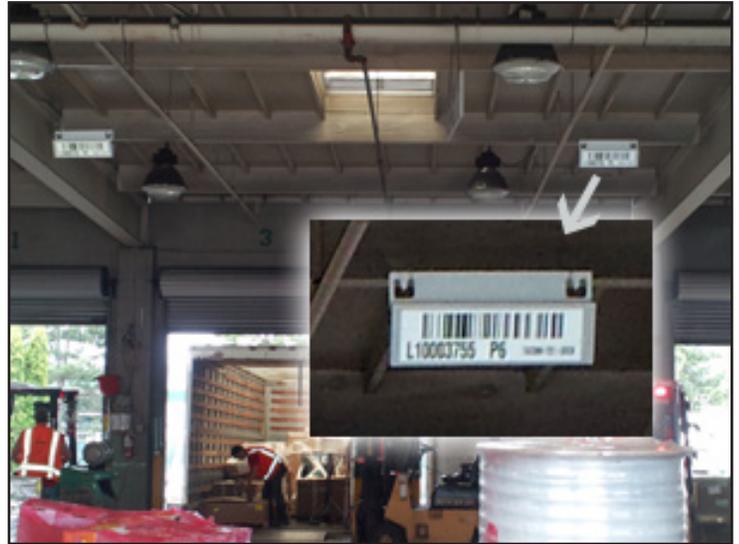
"We chose both single-sided and double-sided PVC hanging warehouse signs in order to mark aisles in our cross-dock facilities," said Scott Thomson, IT Product Manager for Lynden. "These provided the size and mounting characteristics we were looking for."

Lynden also worked with its Camcode representative to design custom solutions for its warehouse label needs. Using Metalphoto® aluminum, Camcode and Lynden created a barcode label that adheres to the doorjamb where trailers are parked.

"We selected this option because it gave us the durability we needed in an active area where freight and equipment could come in contact with the barcode," said Thomson. "The labels also have great barcode scanner readability."

Using Camcode warehouse signs and labels, Lynden has seen benefits such as increased time savings and more precise freight tracking.

*(please see reverse side)*



## **Camcode: The Standard for Warehouse Bar Code Labeling**

**Cost-Effective:** Lower system cost and easy installation saves on material and labor costs

**Saves Time:** Quicker attachment methods and varied installation options keep projects on deadline

**Compatibility:** Proven to integrate easily with leading warehouse management systems

**Easy to Scan:** Camcode's warehouse bar code systems maintain the proper angle for optimum scanning and can be read at distances of up to 30 feet

**Accuracy:** Virtually eliminates the errors caused by manual labeling and inventory management

**Efficiency:** Track and locate inventory more quickly and easily for greater productivity and reduced labor costs



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“Both products have exceeded our expectations for scanning distance and performance,” Thomson said. “We are very pleased with them. In addition, the Camcode production team was very accommodating by sorting and packing the materials by delivery location. This made it very easy for us to distribute the products to each site.”

*“Our Camcode representative was great to work with.”*

“Our Camcode representative was great to work with,” Thomson continued. “He came on-site and worked with our IT and Operations teams, provided sample materials, and discussed different solutions and their respective merits. We were able to make a decision that we’re happy with.”



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