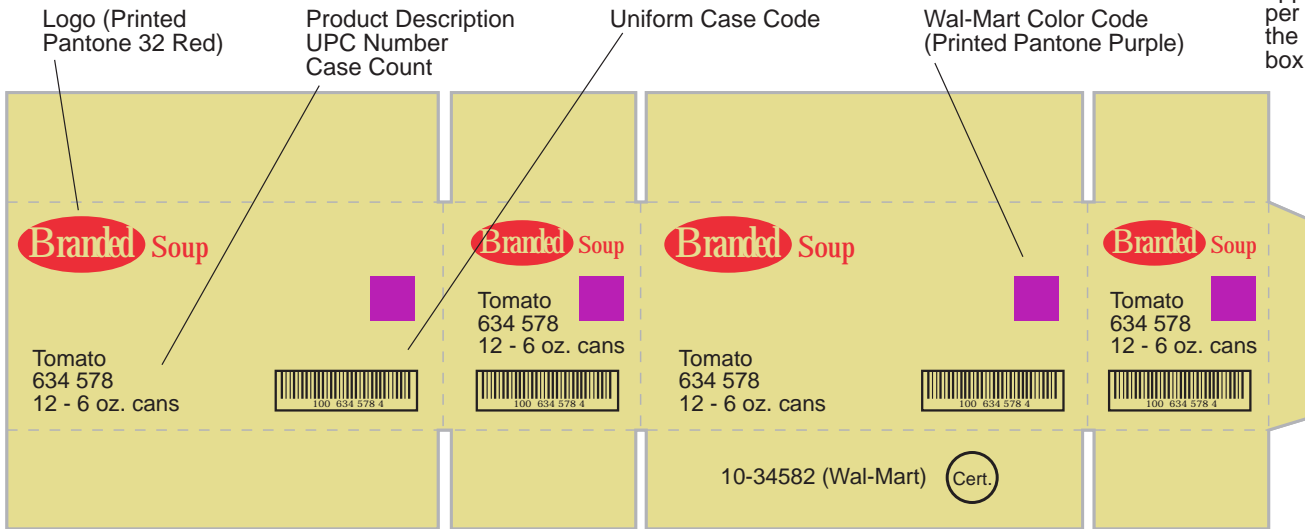
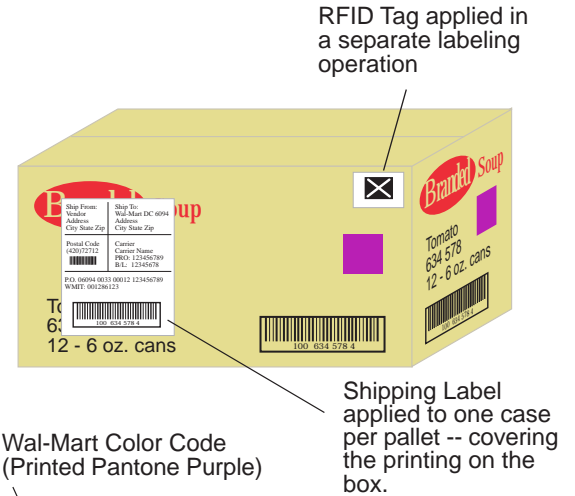


# Enabling Case-Level RFID at Wal-Mart and Target

## CURRENT CASE MARKING STRATEGY

CPG corrugated shipping containers are difficult to manage because each product sku requires a custom-printed box, and Wal-Mart and Target require color-coding that prevents one box from being used for every customer. In this example, a soup manufacturer must buy three different printings for each flavor of soup -- one for Wal-Mart, one for Target and one for all other customers. Consider that they have 60 flavors of soup and this one size of box must be purchased in 180 different variations. This creates supply chain complexity and dilutes the leverage created by their overall corrugated volume. When the shipping label is applied to the box (with the customer's address and P.O. number) or if an RFID label is applied, the label will obscure the printing on one or two of the panels.



## LABEL CASE MARKING STRATEGY -- RFID ENABLED

If the CPG shipping container is purchased plain -- with no printing -- the brand identity, product information, barcode and RFID tag can be applied to two adjacent panels. This allows a single carton to take the place of 180 different cartons -- which increases purchasing leverage and dramatically decreases complexity. A shipping label can then be applied to the opposite corner of the box without covering any graphic information.

