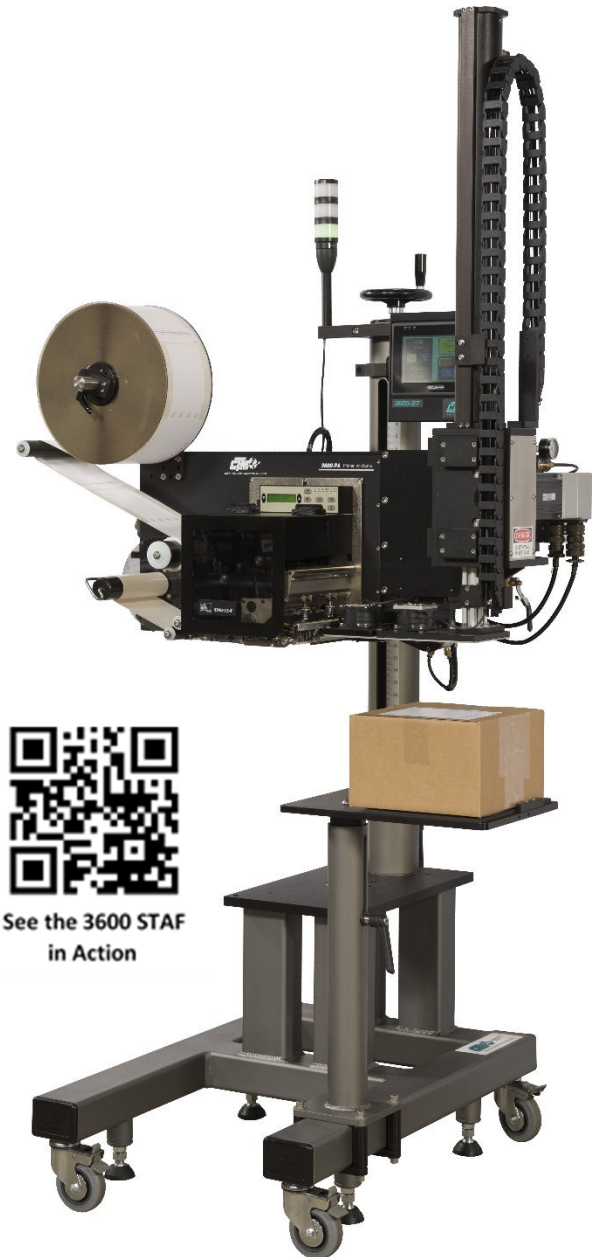




**Packing List & Shipping Label  
All-in-One:**  
*A Fully Automated Solution*



See the 3600 STAF  
in Action

***Setting Global Standards***  
*One Customer at a Time*

## Packing List & Shipping Label All-in-One: A Fully Automated Solution

The Auto-Fold Label™, in its most common form, is an all-in-one shipping document complete with a packing slip and shipping label. Combined exclusively with the CTM Labeling Systems 3600 STAF (Servo-Tamp Auto-Fold) system, users now have for the first time an automated shipping label + packing slip solution utilizing an industry standard printer applicator system with a single print engine. This solution provides duplex

*This solution provides duplex printing results in a single printer configuration.*

printing results in a single printer configuration.

The packing slip + shipping label format is just one possible use of the versatile Auto-Fold Label™. Later, this document will explore not only the cost savings associated with the Auto-Fold Label™, but also uses that can actually drive revenue, increase customer loyalty and enhance customer retention activities.

### HOW IT WORKS

The unique design of the Auto-Fold Label™ along with the solution engineering of the 3600 STAF, creates an innovative system to print, fold and apply the shipping label +

packing slip to the carton or package. The single thermal print engine prints and feeds the label to a split vacuum pad. The split pad then folds the packing list information under the shipping information. At this point, the shipping information is facing outward while the packing list information is face down ready to be applied to the carton. The 3600 STAF, automatically detecting the height of the carton, extends the servo-driven tamp to within a fraction of the carton height. When the carton reaches the proper position for labeling, the Servo-tamp extends the remaining distance to automatically apply the Auto-Fold Label™ to the carton. The system returns home where the next label is already being dispensed and prepared for application.

Competitive systems that offer a similar finished label, come in two forms. One form is a system that incorporates two complete printers...one turned upside down...and requires the coordination of two sets of data going to the printers. The other form uses two complete systems to apply a label on top of another label...again requiring

coordination of two independent sets of data.

The CTM 3600 STAF and Auto-Fold Label™ is the only solution utilizing just one system and one printer.

### 3600 STAF Benefits

- ✓ Servo-driven tamp for speed, accuracy and repeatability
- ✓ Single printer design reduces complexity and maintenance while assuring data matching integrity
- ✓ Auto-teach servo-tamp settings for quick and easy setup
- ✓ Split tamp design with folding pad allows duplex style result from a single printer solution
- ✓ User-friendly operator touch-screen offers intuitive navigation and quick learning
- ✓ Uses industry standard print engines from SATO, Zebra or Datamax to seamlessly integrate into any data environment

### COST SAVING OPPORTUNITIES

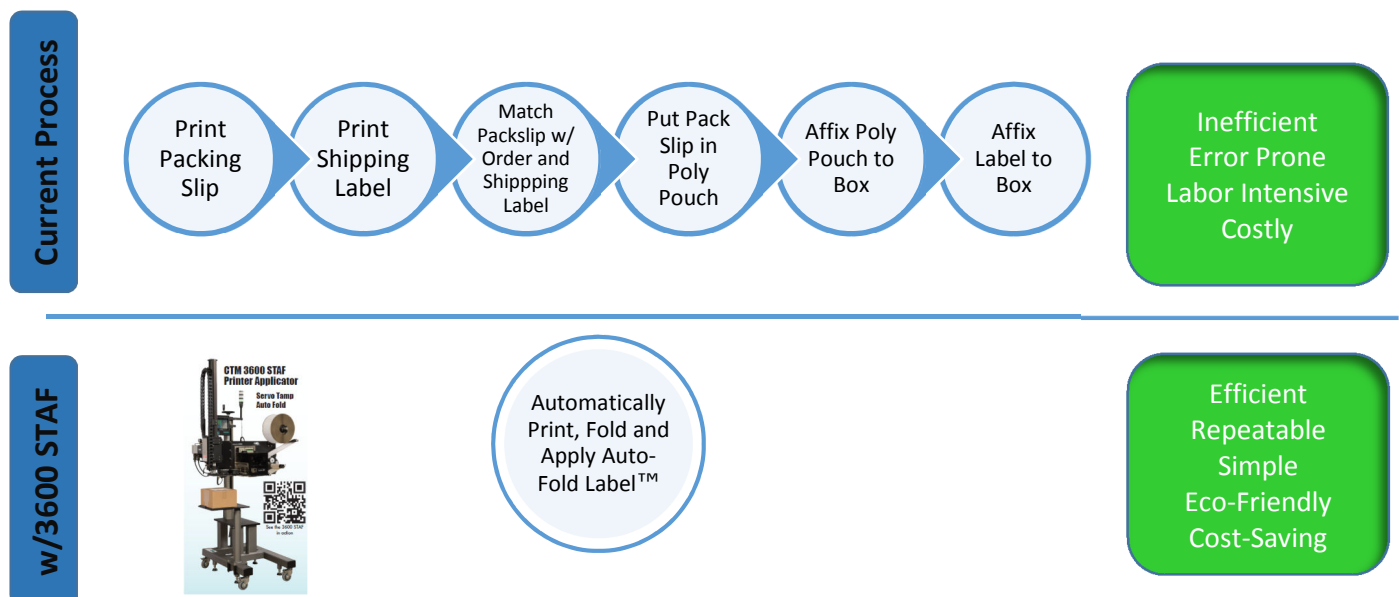
Implementing the Auto-Fold Label™ and 3600 STAF solution provides a variety of cost savings, as well as process flow improvements, that allow an organization to achieve an accelerated ROI. The type and level of savings will vary depending upon a company's current processes, labor rates and level of automation.

The diagram at the bottom of the page is one example of a process flow comparison showing a labor intensive manual packing list/shipping label scenario vs. an automated, Auto-Fold Label™ environment.

### Labor Savings

Labor savings can come from any or all of the following:

- ✓ Time required to print the shipping label
- ✓ Time required to print the packing list



- ✓ Time required to match the packing list with the shipping label
- ✓ Time required to fold the packing list and place the packing list in the “Packing List Enclosed” pouch.
- ✓ Time required to affix packing list pouch to carton
- ✓ Time required to place packing list in carton
- ✓ Time required to affix shipping label to carton

#### Consumable Savings

The savings on the cost of consumable can be significant in any size shipping operation. Those savings may include the following:

- ✓ Packing list form/label savings
- ✓ Toner cartridge savings as a result of no longer using laser printers to print packing lists
- ✓ “Packing List Enclosed” pouch savings

#### Other Savings

- ✓ Inbound freight charges on packing list media, toner cartridges, poly pouches, etc.
- ✓ Electrical costs of operating laser printers
- ✓ Service costs of maintaining laser printers

- ✓ Opportunity cost of using labor in more value added ways
- ✓ Waste disposal costs of packaging from saved consumables

While the extent of cost savings is largely dependent upon an organizations current processes and material usage, savings of 20% to 40% should not be an unreasonable goal. The more manual processes that can be eliminated, the greater the labor savings and productivity improvements contributing to bottom line results.

#### **SUSTAINABILITY FACTORS**

There are many names for it...“going green”, “reducing carbon footprint”, “sustainability”, “eco-friendly”...but regardless of what it’s called, every organization is interested in it as a means of becoming better corporate citizens and further connecting with their customer base. Implementation of the Auto-Fold Label™ can help an organization become more eco-friendly in a number of ways.

#### Less Waste Disposal

With the elimination of packing lists, packing list pouches, toner, etc. comes the elimination of all the packaging components used to ship and protect those items. The master

cartons, boxes, dividers, toner cartridges and other packaging components no longer have to be thrown out. Less contribution to landfills, air pollution and water pollution results in higher sustainability points for an organization.



#### Lower Fuel/Energy Use

Due to the elimination of many consumable items in the old process, the fuel used to ship those items is no longer being burned. If the fuel isn't being burned, then less pollution and fewer greenhouse gases are being emitted into the atmosphere. In addition, the fuel used to manufacture the items is being saved as well as the fuel used to haul the waste from those items to a landfill. Looking back further to the manufacturing of the raw materials used to make all those items can net even more savings. While these savings are not monetary, they do contribute to positively impacting an organizations so-called carbon footprint.

#### **AUTO-FOLD LABEL™ USES**

There are a number of potential uses for the Auto-Fold Label™, including many that can positively contribute to revenue through creative marketing and personal communication with your customers.

#### Packing Slip + Shipping Label

This all-in-one business form is the original concept and use of the Auto-Fold Label™. When attached to a product, the viewable side of the label contains the shipping information. The reverse side of the label includes the customer's packing list and other relevant data concerning the order. The customer retrieves the packing list information by removing the tear-away strip and pulling the label away from the product. The customer now has all their personal information associated with that order and doesn't have to be concerned with the data being available to others as the empty package enters the waste stream.

#### Shipping Label + Return Label

If the product being shipped requires the consumer to return a similar product (warranty replacement for example), the reverse side of the Auto-Fold Label™ can be a return shipping label. With all the shipping information including the return label readily available, the consumer is




more likely to immediately package the return and ship the product. This speeds the reverse logistics process, reduces the costs associated with multiple follow ups and allows the returned product to be processed more quickly for another use.

### Shipping Label + Customer Communication

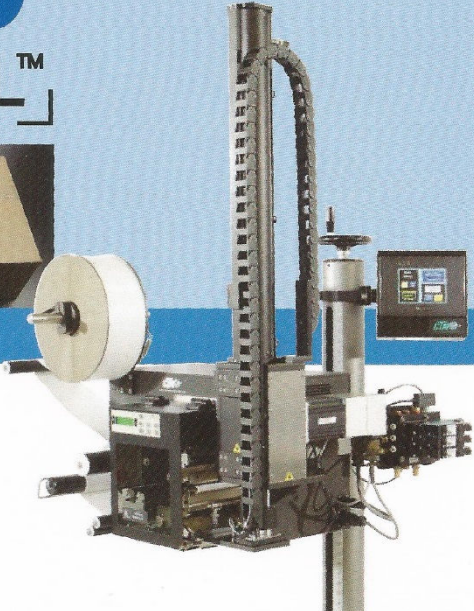

The potential to use the Auto-Fold Label™ to enhance one-on-one customer communications is almost endless. The following list touches on some of those opportunities:

- ✓ **Coupon:** The reverse side may contain a personalized coupon the consumer would use for their next purchase
- ✓ **Cross-Sell:** Use the reverse side to cross-sell products that relate to the consumers purchase.
- ✓ **Cross-Promote:** Include information and promotional incentive for the consumer to try another of the company's e-commerce sites.
- ✓ **Product Highlight:** Have a special offer? Highlight it for the customer with a personal message.
- ✓ **Extended Warranty Offer:** If not purchased with the product, offer the extended warranty one more time to the consumer.
- ✓ **Survey:** Get your customer's thoughts about the product, ordering experience, delivery, etc.
- ✓ **Personal Message:** Because each label is created on demand, personalized messages and offers can be targeted to each customer.

# AUTO-FOLD LABEL™



Auto-Fold Label™ applicator manufactured by:



## SUMMARY

The Auto-Fold Label™ coupled with the CTM 3600 STAF print, fold and apply system is setting the standard in how e-commerce, catalog and mail-order fulfillment is labeled for shipping. Eliminating the vast array of consumables and manual handling in favor of this fully automated solution offers organizations benefits that go beyond cost savings to add real value and revenue generating potential.

Companies adopting this solution can expect to see many, if not all, of the following organizational benefits:

- Cost savings through the reduction of labor, lower inventory and reduced consumable use

- Efficiency and productivity gains through automation and elimination of non-value added labor
- Sustainability gains resulting from less waste and lower energy use
- Increased customer loyalty and retention from targeted customer communications
- Revenue generation with promotional use of media

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See the 3600  
STAF in Action

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