



MUSICAL INSTRUMENT MAKER RE-TUNES PRODUCT LABELS FOR RETAILERS WITH NEW HIGH RESOLUTION BAR CODE PRINTER

G. LEBLANC CORPORATION

KENOSHA, WISCONSIN



industry

MANUFACTURING – MUSICAL INSTRUMENTS

applications

SHIPPING/RECEIVING

situation

G. LeBlanc Corporation of Kenosha, Wisconsin, manufactures woodwind and brass musical instruments that are sold throughout the world. The company has nine different locations with more than 1,000 employees worldwide.

critical issue

For several years, the National Association of Music Merchants (NAMM), an organization comprised of both retailers and manufacturers, has been encouraging its members to implement UPC bar code labels on all retail products. LeBlanc prioritized the need to satisfy the NAMM guidelines as a way to improve retailer satisfaction and as a marketing method to expand its business to retailers that accept only UPC bar coded products.

reasons

Because LeBlanc lacked a method to put bar code labels on their products, they were unable to ship certain products to certain dealers.

vision & capabilities

LeBlanc told us they needed a bar code label printing solution that would allow them to:

- print labels quickly
- meet UPC scanning requirements for either laser or wand technologies
- interface directly with an IBM AS/400 computer
- print durable labels for a long shelf-life
- print 80% reduced UPC bar codes, so that small labels could be affixed to smaller packaging
- easily print labels of two different sizes in small quantities on demand.

intermec solution

LeBlanc began using the Intermec MODEL 3240, a 400 DPI high resolution bar code printer, and accompanying PrecisionPrint™ software which allowed LeBlanc to easily interface with the AS/400.

benefits

LeBlanc has been able to satisfy the needs of its retailers while meeting the NAMM bar code guidelines. Additionally, LeBlanc is pleased with how quickly and quietly the 3240 prints labels, as well as how easy it is to use. The label printing system has been seamlessly introduced to LeBlanc's shipping processes. The 3240's 400 DPI print quality allows LeBlanc to print small, durable labels with excellent readability, and gives the company flexibility to change label size easily. In addition, the label stock's quality allows for long shelf life.