



INNOVATION IN LABELLING SYSTEMS

As a leading developer of barcode and RFID label designers and label management systems, NiceLabel is a rapidly growing, globally-active specialist. Emma-Jane Batey spoke to marketing director Ken Moir to learn how this is being achieved.



Founded in 1993, NiceLabel has grown to become one of the world's leading developers of barcode and RFID labelling solutions for SMEs and global businesses. Developing and supplying solutions that reduce the complexity of labelling, NiceLabel helps companies of all sizes implement process improvements, meet regulatory standards and ultimately achieve greater levels of productivity and agility.

Marketing director Ken Moir spoke to Packaging Europe to explain how NiceLabel's solutions add value to its customers. Mr. Moir said, "Our solutions provide a myriad of advantages to our customers, including increased operational and supply chain efficiency as well as brand consistency and protection. Our next generation platform is the most trusted label technology available as it delivers unrivalled productivity for label design, label lifecycle management, automated label printing and cloud-hosted web printing. Many of the world's largest organisations rely on NiceLabel solutions to consolidate labelling, collaborate with their business partners and use their supply chain to provide a real strategic advantage."

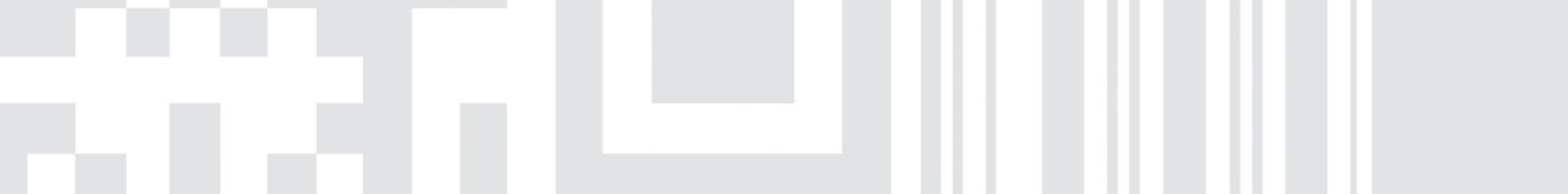
NiceLabel is also the world's leading developer of Microsoft Windows drivers for thermal, ink-jet and direct marking printer technologies, which allow organisations to standardise all of their marking technologies with a single label management system. Mr. Moir added, "We are a Microsoft Gold Certified Partner, Oracle Gold Partner and SAP Partner. The three largest and many other printer manufacturers ship NiceLabel-based software with their printers."

Next generation solutions for print productivity

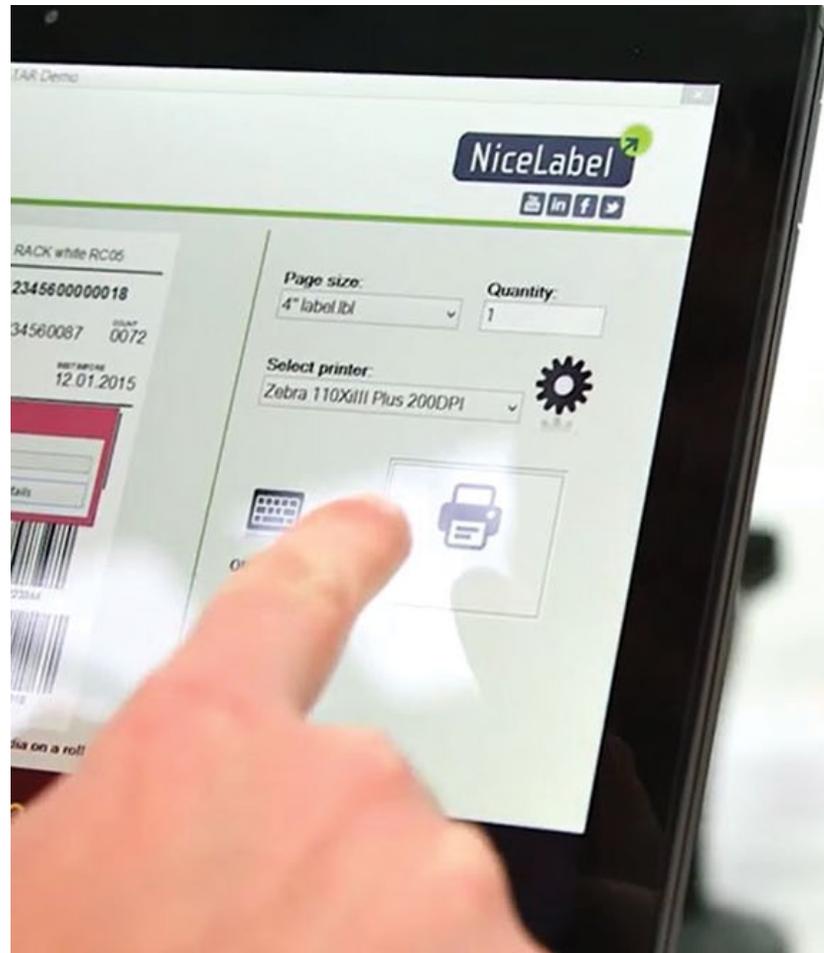
For its barcode and RFID solutions, NiceLabel has worked consistently to develop customer-focused innovative products. Mr. Moir explained, "Until relatively recently, customers had to choose between simple label design packages and expensive proprietary first-generation labelling systems. Our innovative label technology platform has been carefully designed to reduce the complexity of the label management process. The platform is modular, consistent and standards-based, with modules designed to be configured without coding."

The aim of NiceLabel's label technology platform is to minimise the number of label templates, making the whole labelling process smarter, faster and more efficient. Mr. Moir continued, "Thanks to our design philosophy we are able to deliver printing productivity solutions that provide rapid ROI regardless of whether the customer is a small, medium or large business. We can adapt to organizations with specific requirements as well as regulated businesses such as pharmaceutical. Our unique platform design also enables us to offer cost-effective solutions to specific vertical markets such as textile, garment, chemical, medical device, food and other industries."

To support NiceLabel's aim of reducing label templates, it has introduced a label catalogue feature. This allows designers to search all existing templates based on label attributes and preview labels in their web browser, which avoids label duplications. All label templates are stored in a central database that allows role-based access. Mr. Moir explained that the NiceLabel solution separates design and printing ▶



Ken Moir,
NiceLabel Marketing Director



The screenshot displays the WÜRTH LABEL PRINTING web application. At the top, there is a navigation bar with the WÜRTH logo and 'LABEL PRINTING' text. Below this is a search section for 'Materialnummer' with input fields for 'Vornummer' (0864), 'Abmessung' (900), 'Aufmachung' (025), and 'Packgröße'. A 'Suchen' button is present. Below the search fields is a table of results with columns: Vornummer, Abm. 1, Abm. 2, Aufmachung, Packgröße, EAN, Text1, and Abmessung. The table lists several entries for material number 0864 with different specifications. Below the table is a 'Druckvorschau' (print preview) section showing a sample label design for 'Nägel + Gaskartusche für DIGA CS-1 und Pulsa 1000'. The label includes a barcode, dimensions (2,6 x 25mm), and the WÜRTH logo. To the right of the preview are configuration options for 'Rückverfolgbarkeitsnummer' (calendar week, year, location) and 'Chargennummer' (material, number of labels). There are buttons for 'Einstellungen' and 'Drucken'. The footer contains the WÜRTH GROUP logo, copyright information for 2012 Adolf Würth GmbH & Co. KG, and an 'Impressum' link.

operations: “In order to prevent mislabelling, we recommend that print operators, typically working in a warehouse or production environment, should not be able to modify the label design. We aim to de-skill the label printing operation as much as possible. Print operators should not change label design, but have access to a simple interface. This is achieved using printing forms. Using forms reduces the risk of errors and the time required for training. Combining forms with touch screens can also eliminate the need for a mouse and keyboard. Using forms with graphical icons can additionally allow non-native language speakers to operate with fewer errors and less training.” The platform allows the whole system to be managed – the process, the people and IT. Integration with other systems ensures a single source of truth and streamlines the printing process, eliminating duplication and mislabelling. If companies address all these aspects, they can increase productivity, be more agile and lower both the direct and indirect costs of labelling.

Meet NiceLabel at FachPack

NiceLabel will be actively participating in the upcoming FachPack trade exhibition. Here, the company will present its next generation barcode labelling solutions, showing how its offering can create value through improved print productivity. Mr. Moir added, “Our team will explain how enterprises can decrease operational costs and increase agility by using an all-in-one centralised label management, printing and integration platform.”

He continued by saying, “We will also show how VARs can differentiate their business and create real end-user value with NiceLabel’s label management systems, which allow them to secure their customers’ business and be more profitable. Label

management systems address all areas of labeling like design, printing, integration and management to drive productivity gains while leveraging new technologies like touch screens, mobile devices, the Cloud and the Internet of Things that are driving industry change. By combining label management systems with these new technologies, resellers can create new business models to differentiate, increase margin and create significant end user value.”

A global business with its HQ in Slovenia, NiceLabel has sales and support offices in Germany, Singapore, China and the USA as well as a development team located in Slovenia. In order to continue its impressive global footprint and enhance its capabilities, the company acquired the US-based NiceWare International LLC in 2013 and it is continually investing globally to increase its market presence, with a focus on Asia.

Currently sold in 27 language editions in over 100 countries worldwide, NiceLabel solutions are used by over 500,000 companies. The actual number of NiceLabel technology users – including the users of free versions and industrial printer drivers – accounts for several millions. The company is confident that its achievements will continue as it expands into new markets and presents innovative solutions to its present markets. Mr. Moir concluded, “There are so many opportunities for us to grow even further. We see the market shifting from simple barcode label design to print productivity, minimising risk and improving the management of the entire label lifecycle. NiceLabel is uniquely positioned to deliver these solutions and we plan to continue to add even more value to our customers in the future.” □

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