



Footwear RFID & Barcode Labeling Solutions

Designed to maximize efficiency within the supply chain, provide high visual impact, and support omni-channel and digital store initiatives.

Shoes come in pairs, and labeling is important to keeping pairs matched correctly. To improve inventory management and consumer satisfaction many retailers and brands rely on durable, accurate, clearly printed labels from FineLine Technologies.



As the fastest supplier of variable data labels, FineLine produces a variety of quality RFID and pressure sensitive barcode hang tags and labels for footwear including shoe, box end and carton.



FineLine Solutions

- Adhesive options for direct application to shoe boxes and shoe soles
- Variable color print: branding and logos, highlight size and fit, materials, season color codes and product images, including high-resolution for graphics
- Custom label sizes to fit merchandise and packaging
- Data management for international size charts and mixed shoe size case labels

FineLine Advantage

We specialize in **36 hours production** turnaround times of accurate, quality barcode and RFID products. When ticketing is made an integral part of the retailers' supply chain function and strategy, many retailers have opted to apply tickets directly to merchandise-at the source. Using RFID integrated tickets is particularly effective for **source-tagging**. RFID tickets enable retailers and brands to collect and store more data as merchandise moves through the supply chain.

Retailers can streamline the inventory management process at front and back of store, using RFID, to support omni-channel practices.

Our strategically located **production hub models** provide product consistency and speedy delivery to vendors within an average of **5 days-worldwide**.

We understand the complex labeling ecosystem. FineLine's robust, business rules-based, online ordering platform – **FASTtrak** - supports 50,000+ vendors worldwide ordering tickets for 350+ retailers and manufacturers. Our dedicated customer service specialists and sales teams are empowered to provide same-day problem resolution.

Supply chain owners needing to print item level barcode or RFID labels for their footwear merchandise, contact FineLine Sales at 800-500-8687 or visit us at finelinetech.com/contact.

Why FineLine

- Production equipment capability and efficiency. The equipment speed is greater than 2,000 meters per hour (more than 10x speed of traditional thermal transfer printer encoding).
- Packaging options include cut single hang tags and stickers on rolls. FineLine utilizes both high speed/high throughput equipment and smaller footprint equipment to support item requirements and production demand.
- FineLine captures and clouds all EPC and TID data within our secure FASTtrak platform.
- RFID and barcode production and shipping capabilities in major global production regions, including **USA, China, India, South Africa and Europe**.



finelinetech.com/retail-ticketing

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