Attention to material handling in the context of shipping marks, labels and symbols assists in supporting positive triple bottom line outcomes for stakeholders. SCM Services advocates regular review on material handling policy.

Shipping Marks, labels & Symbols

Retail perspective

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Introduction

The below is a review outlining material handling shipping marks, labels and symbols applied within the context of shipping stock to inventory for the retail industry applicable. Identifying with the principals on attention to PLAN DO CHECK ACT (PDCA) (Tague’s, 2004) processes aids in applying measures.

The details provided serves as guidelines, dangerous goods regulations (DGR) terms are not included in this review.

Within this review reference to registered trademarks are applied editorially and to the benefit of the owner.

With all product systems processes education plays a vital role. Stakeholders understanding on who, what, when, why and how garner appreciation on the implications.

The Australian Packaging Covenant (Covenant, 2012) provides stakeholders with an understanding on triple bottom line opportunities. The resources contained identifies with these principals.

A benchmarking approach provides transparency allowing for strengths, weaknesses, opportunities and threats (SWOT) key point indicators (KPI's) to be applied. Engaging together with stakeholders upstream and downstream provides the opportunity to understand sensitivity and hot spot analysis.

Marks labels and symbols vary according to the product system. The below provides examples on shipping marks, labels and symbol scenarios within various product systems. The product systems included in this report are footwear, apparel and electronic equipment. The review identifies business usual performance standards together with recommendations on opportunities to further aid in product systems policy development.

Applying policy development to shipping marks, labels and symbols underpins business triple bottom line as usual best practise supports opportunities.
**Outer Main Label**

The outer main label serves as an identifier on product systems requirements in the context of stock to inventory.

Information is captured according to various product systems requirements. This serves to support multiple purposes as a reckoner for various stakeholders.

Primary information check list where a main label is singularly used should include

- Consignee
- Shipper
- Safety message
- Unique product systems requirements
- Weight and measures
- Purchase Order
- SKU details
- Destination port

Although with the exception of India and Bangladesh export regulatory requirements description on destination port is not a requirement. Application on the destination port where stock is consolidated as less than container load (LCL) – hub and spoke movement – supports clarity on material handling requirements aiding in safeguarding cargo misappropriation.

The example below used together with other marks and symbols outlines the size on labelling and identifies the type of information applied to in the retail sector. Emphasis is given to an ideal size on labelling with the text font size applied not less than 8mm. With the exception on variation to label size dictated by product system requirements.

<table>
<thead>
<tr>
<th>CONSIGNEE NAME:</th>
<th>15 cm</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHIPPER NAME:</td>
<td></td>
</tr>
<tr>
<td>SHIPMENT NO:</td>
<td></td>
</tr>
<tr>
<td>DEPT. NO:</td>
<td></td>
</tr>
<tr>
<td>DEPT OR EVENT:</td>
<td></td>
</tr>
<tr>
<td>CASE PACK ID:</td>
<td></td>
</tr>
<tr>
<td>QTY IN PACK:</td>
<td>PCS</td>
</tr>
<tr>
<td>STYLE NO.:</td>
<td></td>
</tr>
<tr>
<td>COLOUR:</td>
<td></td>
</tr>
<tr>
<td>SIZE:</td>
<td></td>
</tr>
<tr>
<td>WEIGHT:</td>
<td>kg</td>
</tr>
<tr>
<td>MEASURE:</td>
<td>m³</td>
</tr>
<tr>
<td>PACK NO.:</td>
<td>OF</td>
</tr>
</tbody>
</table>
Standards expansion to include emphasis on colour coding outer carton tape to assist in quick reference on inventory allocation is a recognised policy development.

**Outer Exception Label**

The outer exception label serves as a reckoner elevating the status on product systems requirements. The example below exception label is applied where applicable together with the Outer Main Label.

Conditions applying to usage on outer exception labelling include

- New lines
- Event lines

The exception label applied as fluoro in colouring is demonstrated to elevate the status to a higher level.

Conditions applying to usage on outer exception label fluoro in colouring include

- Advertised line

Information detailed on the example exception label identifies

- Exception specificity
- Event/Ad date
- Safety message
- Weight
- Measure
- P/O
- SKU
- Product caption (Clker.com, 15)

The example below used together with other marks and symbols outlines the type of information applied to in the retail sector.
Carton Weight and Measures

Product systems material handling OH & S measures (Work, 2012) as part of policy development provides an understanding on the scope of tolerances.

Other recognised benchmarking methodology (Edward H. Frazelle Ph.D, 2002) on goal setting incorporating other warehouse activities provides an understanding on other product systems management variables.

Weights to measure example ratios identify material handling guidelines.

Whenever possible the following are examples on carton size

<table>
<thead>
<tr>
<th>Measures</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>225mm = 22.5 cm</td>
<td>900 mm = 90 cm</td>
</tr>
<tr>
<td>Width</td>
<td>150mm = 15 cm</td>
<td>550 mm = 55 cm</td>
</tr>
<tr>
<td>Height</td>
<td>100mm = 10 cm</td>
<td>550 mm = 55 cm</td>
</tr>
<tr>
<td>Weight</td>
<td>0.5KGS</td>
<td>16KGS</td>
</tr>
</tbody>
</table>

Safety Message

The safety message is represented both as text an iconic symbol. Both identify Occupational Health and Safety (OH & S) regard on material handling.

Two examples on standards are represented

Minimum visibility is identified; the minimum length of the safety message identifies not less than 18 cm. With the font size to be as BIG as is possible. It is noted variation on label size maybe necessary according to the outer carton size.

The safety message example here seeks to identify as a term of reference, the results on review of stock at retail stores identified “bend and lift” symbols emphasising transparency on OH & S material handling requirements.
Hot spot

Strapping of product systems emerges as hot spot in the case of material handling.

Where hub and spoke product systems process are required strapping can aid as an anti-theft device. However this can also aid as a theft device where the product system is situated at the retail level.

Hot spots
  o Anti-theft device
  o Theft device

Recommendations on a combination of measures include
  - Education and training on the correct use of applications upstream and downstream
  - A checklist on hub and spoke process participants.
  - Inclusion on product systems situations at the retail level with a check list on practical tolerances

Sensitivity

Although strapping may be seen to aid in the carton integrity, sensitivity analysis also identified Occupational Health and Safety concerns

Sensitivity
  o Snagging
  o cutting
  o misuse as a lifting aid

Sensitivity review concludes retail instructions to sanction
  - No strapping
  - No metal clips

Unique Product Systems requirements

Different product systems may have different outer carton visibility requirements. Text instruction aid in applying to safety on product system tolerances, however, owing to language limitations it is recommended to review where appropriate emphasis including symbols to convey requirements.
Examples on symbol used for emphasis on sensitivity to tolerance include

Garment on Hanger (GOH) multiple symbols identify product packaging is Garment on Hanger specifications affixed to the carton – see the below example on outer carton markings.

Pre-hung Label is also affixed to the carton - see the below example on outer carton markings for amplification on material handling requirements.

Marks aiding the integrity of the production system can include – the example “do not stack” symbols (Bender Covington, 2012).

Review here in the context of the below example demonstration text details alone on tolerances is not always readily understood.

Owing to language limitations captioned symbols and pictorials may aid in amplifying product systems tolerances.
Marks identify the integrity on the performance of the product system. The Shipped Carbon Neutral Mark provided in the below examples supports a business to business (B2B) model audit trail on connectivity to action taken in the context of quantification and removal of greenhouse gas emissions. This is in the context of the partial carbon footprint product system. The Product Stewardship Mark identifies sum total of greenhouse gas emissions removed based on a lifecycle assessment business to consumer (B2C) (Australia, 2012).

**Inner ratio packs**
In the case of apparel where multiple SKU are combined more often recognised as ratio packs – here an example label applied to the inner carton or polybag can appear as.

Information includes
- Shipment No
- Department No
- Code
- Quantity
- Colour (if applicable)
- Size
- Weight

```markdown
SHIPMENT NO:
DEPT NO:
DEPT NAME:
KEYCODE/BARCODE/CPID (if applicable)
QTY:
COLOUR (if applicable):
Size (if applicable):
Weight Kg
```
Outer Carton visibility specifications

Details outline the following inclusion on specifications

- Shipping marks to appear on front back and sides
- Outer carton must be of export quality
- Safety message to be applied to mandatory checklist
- Business group name according to contract
- Weight = Gross weight in kg
- Measure = centimetres cm
- PO = shipment/Order number on contract to appear in 8 mm font
- Destination “port” is e.g. Melbourne/Sydney/Brisbane/Adelaide/Fremantle/Hobart are required on outer cartons for some specific countries e.g. India and Bangladesh in accord with Local Government Regulations.
- Product description according to product system requirements

Conclusion

Education and training on process application on marks labels and symbols upstream and downstream is the underlying key to the success on policy development.

Inclusive engagement with stakeholders provides analysis to recognise what potential on improvement can be applied.
Works Cited


