Color Price Markdown Labels
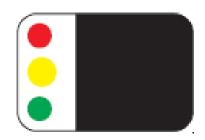# IQ Color Labels

Situation

- Retailer offering brand name family apparel at discounted prices requires a unique markdown label to support pricing strategy

- Using price guns which had either a red, yellow or green price sticker. Associate determines if item needs to be marked down, notes the new price and the discount color. Then, manually adjust the band of the price gun to indicate the new price and print the color label

- Very time-consuming manual process

- Markdown prices were not always accurate

Objective

- Automate color-coding and price markdown process

- Ability to print the original price, reduced price and the color dot that indicates the discount percentage on one label

- Increase accuracy

- Catch customer attention with color dots, representing the discount percentage

Solution

- Zebra's Supplies R&D team created an IQ Color label incorporating the multiple colors using as visual cues into one label

- QLn220 printers

- Retailer created new label format to support new IQ Color label

- New markdown process: Scan item barcode and QLn220 prints the original price crossed-out, the reduced price and the corresponding color dot to indicate discount percentage

Outcome

- The QLn220 and IQ Color label trial was decreased from 2 months to 2 weeks, due to the overwhelming increase in productivity

- After implementing the QL220Plus and IQ Color markdown label they reported:

  - A 79% decrease in the average markdown time per unit.

  - Increased accuracy

IQ Color Labels

Print color labels on demand using Zebra's patented, exclusive IQ Color direct thermal ink technology, and any Zebra thermal printer. IQ Color enables you to create visual cues or highlight important information—and do it as needed—within your current label format. This innovative technology provides a flexible, efficient and accurate alternative to such methods as using preprinted color thermal media, laser or ink jet printing, separate color labels, or color markers.

The Technology

IQ Color utilizes an invisible direct thermal ink technology offered exclusively through Zebra and works with all Zebra barcode printers.

When the invisible color ink is heat activated by the printhead, select colors become visible allowing you to print image text, shapes, graphics (logos) and even reverse images.

For More Information

View the IQ Color video on Zebra.com