

## Global Produce Sales Tracks Over 11,000 Plastic Bins with Durable Premium Nameplates from The Kennedy Group



Cleveland, Ohio (April 8, 2013) – The Kennedy Group, a leading provider of labeling, packaging, and identification solutions, provided Global Produce Sales, Inc., based in Lake Wales, Florida, with a nameplate identification solution to track over 11,000

returnable plastic bins the produce company uses to ship watermelons.

The large, collapsible HDPE bins are ideal for shipping watermelons to distribution centers. However, not all of them were being returned to Global Produce Sales and the company had no way of tracking them. To replace the missing bins, Global Produce Sales had to buy additional corrugated bins.

Acting on a recommendation from the company's returnable bin provider, Lee Wroten, vice president for Global Produce Sales, contacted Kevin Marrie, director of sales, at The Kennedy Group about identification nameplates. After reviewing and testing several samples provided by The Kennedy Group, Wroten selected a customized version of Kennedy's Durable Premium Nameplates for his bins.

"Working with The Kennedy Group, we chose a customized nameplate with barcodes that ensure accurate tracking and a very strong adhesive for durability," Mr. Wroten explained.

Because the bins are used for fresh produce, they are washed and sanitized before each shipment. Mr. Wroten added, "The nameplates have to withstand pressure washing and chemical sanitization. Bins are often stored outside, so the nameplates have to be UV-resistant as well."

Effectively tracking their returnable bins enables Global Produce Sales to identify, locate, and retrieve them – decreasing bin turn around time. The more turns each bin makes, the quicker the return on investment. And, eliminating bin shortages reduces additional costs for corrugated replacements.

Durable Premium Nameplates – available in customized sizes, colors and graphics – can be printed with barcode, sequential number, and/or human readable identification. Nameplates are also available with embedded Radio Frequency Identification (RFID) technology. The accuracy and efficiency of data collection allows Global Produce Sales to track how long bins are out and how many turns each bin makes in a year, as well as measure bin attrition rate.

In use since November 2011, there has not been a single nameplate failure. A poly overlay topcoat protects nameplates against weather, high temperature, abrasion and chemical exposure.

"Durability was paramount to Mr. Wroten," Kevin Marrie said. "Produce bins get washed frequently, are stored outside and exposed to UV. They are sometimes refrigerated or frozen, and shipped in trucks with high temperatures and humidity. They face multiple harsh environments."

Durable Premium Nameplates, with 14-mil construction, are flexible enough to adhere to rigid surfaces, but thick enough to withstand the harshest conditions. They are ideal for produce applications, and often used on bins for shipping watermelons, onions, sweet potatoes, oranges and peaches.

The Kennedy Group's Durable Premium Nameplates come on ergonomic rolls that are easy to handle and store. Easily applied to a variety of bins and containers, the nameplate's strong adhesive eliminates the costs and problems associated with hot stamping and bolted nameplates.

For more information about Durable Premium Nameplates and other labeling products available from The Kennedy Group, visit the company's website at [www.kennedygrp.com](http://www.kennedygrp.com).



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