DIRECT PRINT & ENCODE

FOR FASTER, MORE FLEXIBLE RFID ON-DEMAND PRINTING

We know that sometimes even the fastest turnaround time isn't fast enough, but with FineLine's Direct Print & Encode (DPE) solution, you can print RFID tags and labels in-house and enjoy fast service even in remote locations.

FAST DELIVERY

Shrink turnaround times from days to minutes by printing in-house at distribution centers, vendor factories, 3PLs, or any location with a DPE setup. No fiddling around with formats and data files, or cumbersome data connections. It's as simple as Order - Click - Print!

MORE FLEXIBILITY

Last-minute product tagging is no problem when you can print encoded RFID tags and labels right from the factory floor. Plus, tag or label format changes from retailers are automatically updated, and only the most current/approved format will be used for the print-ready file.

GREATER ACCURACY

FineLine's DPE solution leverages our FASTtrak platform's data integration and print production engine – the same system that controls data integrity, serialization, and RFID encoding for our global print facilities.

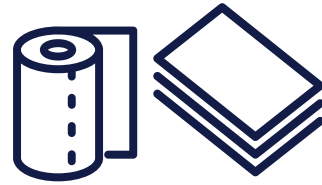# WHAT DO I NEED FOR IN-PLANT PRINTING?

FASTTRAK ACCOUNT
An active account enabled with print file formats.

RFID PRINTER
A FineLine-specified version of Zebra ZT600 Series RFID printer. Not all printers are compatible.

PRINTER MEDIA
FineLine-supplied blank RFID labels or hang tags, approved by the appropriate retailer or brand owner.

HOW DOES DIRECT PRINT & ENCODE WORK?

1. Log into the FASTtrak platform and select your PO and SKU.

2. Select the option to download a FASTtrak-generated print file.

3. Load stock into a compatible printer.

4. Print your RFID tags in-house in minutes.

System Requirements

- Zebra ZT610R

- Retailer-approved RFID labels and hang tags

- DPE-enabled print formats

- Seagull Scientific Bartender Software License

CONTACT FINELINE TODAY TO LEARN ABOUT DIRECT PRINT & ENCODE (DPE).

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