



## CASE STUDY: STORE AND DISTRIBUTION CENTER REPRICING & RETAGGING

# RETICKETING MILLIONS OF ITEMS ACROSS GLOBAL RETAILER'S SUPPLY CHAIN

## INTRODUCTION

Retailers are currently facing many challenges in their business due to inflation, increasing costs, and other market factors. At the same time, supply chain slowdowns are unfurling, with inventory being delivered months overdue. Some retailers are left with excess inventory that needs to be sold to make room for the next round of deliveries, so they are quickly turning to large scale discounting of merchandise. Other retailers are finding that immediate price increases are required to cover the additional costs of doing business. Planning a wide scale repricing program requires considerable planning and expert execution as inventory can be in a variety of locations along the supply chain: at the factory, at the vendor DC, in transit, in a distribution center, in a storeroom or on the floor in the retailer's store. As you'll read in this case study, a global jewelry & accessories retailer selected FineLine Technologies to ship specific assortments of reprice stickers to thousands of locations where they were needed – and at the specific time they were required.

## BACKGROUND

This leading omnichannel jewelry & accessories retailer has been in business since the early 1960's and has grown since then into a leading global provider targeting the tween and teen market. The company operates more than 2,000 retail stores in 17 countries.

Across global supply chains, retailers have been forced to raise prices due to increasing costs in materials, labor, and freight. Inflation and slow supply chains have further driven the need for price increases on products with immediate effect.

This retailer had a huge task ahead of them when they decided to implement a price increase. Instead of waiting for the price adjustment to go into effect with the next product shipments, they needed to implement the change quickly to all items, regardless of where they were located. That meant identifying where every item was in the supply chain, whether it was on order, at vendors' factories or warehouses, in transit, at distribution centers, with concession partners, or in brick-and-mortar store locations. In addition, the retailer's supply chain team had to determine several crucial elements about the reticketing process. They needed to assess what types of tickets were currently applied to items and identify which types of tickets were required to replace the existing ones. They had to determine which locations needed to receive the replacement tickets, and what assortment of tickets should be included in each kit by location. Additionally, the team needed to identify when the kits should be delivered, ensuring they arrived on time to synchronize with other processes, including the price updates in the Point of Sale systems.



The former tag and label supplier was unable to meet the quick turnaround times, base stock requirements, and the in-depth support needed for this complex reticketing project.



## **FINELINE TECHNOLOGIES DELIVERS A RETICKETING SOLUTION**

### **CHALLENGE**

The sheer number of items that needed to be reticketed was in the millions, so this retailer needed a partner that could process complex data, meet quick turnaround times, plus build and ship custom kits as needed based on the location of items in the supply chain at that moment. They also needed expert support, including clear communications with vendors, buyers, and store associates regarding which tickets were replacing existing stickers.

### **SOLUTION**

The global retailer chose FineLine Technologies to provide the ticketing for this project due to the ability to process complex order data, follow specific kitting and shipping requirements and deliver quickly. FineLine processed over 15,000 kits of 16 different quantities containing over 30 price points on 5 different ticket sizes shipped to over 2,000 locations. Working with FineLine on this project demonstrated many best practices for reticketing.

### **MITIGATING INCREASING COSTS**

By utilizing FineLine's service bureau, new price stickers were able to be quickly printed, kitted, and delivered to store locations to implement price changes sooner.

### **PRODUCT DESIGN**

FineLine designed and printed exactly what the retailer needed for each location, including full replacement stickers, price only stickers, standard permanent adhesive or opaque/black out adhesive, SKU by full sheet or piece quantity only, on 8.5" x 11" sheets for easy shipping and associate handling.

### **COMMUNICATIONS**

FineLine collaborated with the retailer to communicate details of the reticketing project with email campaigns to registered vendors. For buyers and store associates, clear instruction sheets were created and sent with ticket orders to ensure accuracy.

### **NEW ORDERS**

FineLine received revised PO data, which was quickly uploaded and available to registered vendors within a few hours. Details regarding which orders were processed and those that were not yet completed was readily available for client review at any step in the process.

### **VENDOR SITE TICKETED ITEMS**

Vendors and buyers were able to easily order replacement tickets and specify whether they needed standard or opaque/blackout adhesive type.

### **DISTRIBUTION CENTER ITEMS**

With FineLine's US production facilities, high quantities of tickets were printed in easy-to-handle sheets, so DCs were able to reticket rapidly by price point.

### **STORE ITEMS**

Using FineLine's US production facility, small quantities of sheets for a large number of stores were printed and kitted for direct-to-store shipments. Tracking on these orders was available in real time for more efficient labor management at store locations.

## SUMMARY

FineLine collaborated closely with this retailer throughout the complete process of reticketing to ensure that all scenarios were considered. Printing, kitting, and shipping from FineLine's US production facilities offered the retailer an economic way to address the labor needed to support the reticketing project. When needed, overnight shipping was available to ensure all items were reticketed in a prompt fashion to synchronize with other processes in the retailer facilities.

# 100%

ACCURACY AND ON-TIME  
DELIVERY FOR CUSTOM  
RETICKETING KITS

The former tag and label supplier was unable to meet the quick turnaround times, base stock requirements, and the in-depth support needed for this complex reticketing project. Working with FineLine on their reticketing project helped this retailer reticket their merchandise quickly and efficiently. Discover how FineLine can streamline your tagging and labeling process.



# 15,000+

KITS SHIPPED WITH 16  
DIFFERENT QUANTITIES AND  
30 PRICE POINTS TO OVER  
2,000 LOCATIONS

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