



WHITE PAPER

6 ADVANTAGES OF VERTICAL LOCATION WAREHOUSE RACK LABELS

Are Vertical Location Warehouse Labels Right for You?

With the continuing expansion of warehouses and distribution centers, driven in part by retail e-commerce growth, the essential role of barcode labels to track and manage your inventory is more vital than ever.

In fact, according to a recent study from Zebra, warehouse executives plan to expand the use of barcode scanning by 67 percent over the next five years and cited it as their top area of technology investment.

In this white paper, we take a closer look at a specific type of label – vertical location warehouse rack labels – and when it makes sense to deploy them in your facilities.



Vertical upright labels eliminate the need for long-range scanning, minimize potential confusion and errors, and ensure more efficient operations

Barcode labels are a vital part of an organized and efficiently run modern warehouse. Each label – whether on a pallet, tote or beam – is loaded with a host of product and location information essential to the management and movement of inventory.

For warehouse rack labels, specifically, there are a couple of options for you to consider.

Up or Down Scanning?

In a multilevel rack environment, one option is to place location labels on each individual beam horizontally beneath the pallet bay. In this scenario, warehouse operators use cherry pickers or reach forklift trucks to scan labels at each upper-level rack bay location. This is often referred to as a “man-up” process, as the worker is literally up at the physical location during the scan process.

If you’re not performing man-up scanning at your locations, vertical location labels – which are also called totem labels – are an excellent solution for multilevel warehouse racks. They eliminate the need for long-range scanning, minimize potential confusion and errors, and ensure more efficient operations.

What Information Is Contained in a Vertical Location Label?

A vertical location label is actually a grouping of barcodes that contains specific information for each level of racking within a bay in a particular aisle.

They are often color coded by level. This improves the operator's scanning accuracy and offers uniformity across their network of distribution centers.

Using the same label format and colors throughout a network of locations can simplify cross-training. It allows warehouse managers the flexibility to shift workers from location to location as needed.

Vertical location labels are typically accompanied by rack location labels – companion labels, in ID Label terminology. These companion labels are used on all rack levels at the physical location for inventory or cycle counts. The companion label is also color coded per level to correspond to the colors used on the vertical label.



A vertical location label is a grouping of barcodes—often color coded by level—that contains specific information for each level of racking within a bay.

Other Uses, Materials

Vertical labels are also ideal for rack tunnel areas where overhead bays are used but access to beams is limited. For most applications in ambient temperature settings, use of ID Label's BullsEye™ warehouse labels is recommended. BullsEye™ products are extremely durable, rigid labels that apply easily and are made to withstand the knocks and bumps that come with traffic in a typical warehouse or distribution center.

Other options can include vertical magnet labels or even PVC-printed labels secured to racking with zip ties.

Vertical (totem) labels eliminate the need for long-range scanning, minimize potential confusion and errors, and ensure more efficient operations

6 Primary Advantages of Vertical Labels

- 1 Eliminates need for long-range scanning and associated errors
- 2 Facilitates man-down, pick-and-scan operations
- 3 Minimizes location confusion and worker errors
- 4 Improves operator scanning accuracy
- 5 When combined with companion location labels, greatly improves accuracy and efficiency
- 6 Enables uniformity across multiple locations for efficient cross-training and consistency

The ID Label Difference

ID Label manufactures extremely durable warehouse rack and bin location labels. Our materials have been tested and used in warehouse operations around the globe.

We also provide warehouse signage and turnkey nationwide installation services to provide a complete solution to our many clients who rely on us for all their warehousing needs.

Interested in learning more? [Contact us](#) today.



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