

INTELLI-PLAC[®] Case Study Hy-Vee Supermarkets

Stop Scraping Labels on Reusable Totes

May 1, 2020



The Labeling Problem



The Labeling Solution INTELLI-PLAC[®]

At a trade show in 2019, we were approached by representatives from Hy-Vee Supermarkets, who operate close to 250 grocery stores throughout the Midwest. Hy-Vee needed a labelling solution for their shipping totes that traveled from their distribution centers to their stores so they would not have to scrape labels in order to use the totes again. What they wanted was a label holder that would hold the label during shipment, then allow the label to remove cleanly without residue and without any surface changes to the placard. We told them they came to the right place, and Hy-Vee has been using INTELLI-PLAC[®] placards ever since then.

Because Hy-Vee shipping totes are used to ship food-grade products, the totes undergo extensive cleaning and sanitizing in between shipments. Labels applied to these shipping totes must be removed after each shipment, thus the need for a label holder that made label removal easier. Hy-Vee asked for a solution so that they did NOT NEED TO SCRAPE LABELS. Their second concern was whether it would hold up to cleanings.

We assured them INTELLI-PLAC[®] placards would but they did not just take our word for it. We told Hy-Vee that our proprietary X2 adhesive would hold up to repeated washings and sent them on their way with several samples. The next week Hy-Vee said the X2 performed well and wanted to place an order.

Within several weeks we designed and printed 100,000 custom placards featuring their stores' branding. The totes used at Hy-Vee required a vertical printed 4" x 6" custom size that fit in the recessed front tote area. For ease of application we put 1000 placards on a roll.



Hy-Vee Placards 4" x 6"



Placard with shipping label

Follow-up at Hy-Vee Five Months after Implementation of the INTELLI-PLAC® Solution

We checked in with Hy-Vee after several months to see how our INTELLI-PLAC® placards held up. Hy-Vee originally told us that they tested our placards by subjecting them to 100 washes. We were pleased to learn that testing did not involve just 100 washes but 500 - and our placards still showed no damage or surface or adhesive change whatsoever!



The INTELLI-PLAC® ADVANTAGE Our placards with X2 adhesive bond to totes and stay adhered under the toughest conditions. Better ROI as placards are designed to last the life of the tote or container, reducing your costs of having to remove and replace cheaper silicone top coated placards that no longer work.

INTELLI-PLAC® placards do not wrinkle when applying like the silicone coated placards do. Unlike the silicone coated placards, INTELLI-PLAC® placards' surface stays the same so labels release cleanly, ensuring extensive re-use and re-labeling.

INTELLI-PLAC placards with X2 Extreme adhesive passed a 30-day test on painted metal racks that were subjected to alternating 12 hours sunlight and then 12 hours submerged in water. Another extreme application that X2 is being used for is non-electrical conductive foam packing inserts in containers used for shipping electronic parts.



404.892.8778 sales@filmloc.com