



# Consumer Packaged Goods

AutoMate Label Solutions understands that quality labeling and packaging is crucial for maintenance of brand image and customer trust that drives revenue growth. Quality, service and value guide our delivery of prime labels, shrink sleeves and packaging. We deliver labels that help you differentiate your product and drive revenue. Advertising allowances available through our sister company IndoorMedia offer a unique revenue-enhancing benefit to our label customers.

Choose AutoMate for an unparalleled partnership. At AutoMate, our solutions are crafted to help you sell more on the shelves, enhancing your brand's success.

PRODUCTS

Warehouse and Shipping  
Print-on-demand / Blank  
Variable Data Print / Barcode  
Merchandise Labels and Tags  
Security and Tamper Evident  
Durable and Harsh Environment

Prime Labels  
Multi-ply Labels  
RFID Labels  
Shrink Sleeves  
Flexible Packaging  
Thermal Paper Rolls



■ CASE STUDY

## Marketing Success with IRC

### Challenge

An advertising agency was looking for help with a summertime grilling campaign for a Global Food Manufacturer looking to increase sales of sliced cheese. The goal was to create an offer that would incentivize shoppers to purchase both cheese slices and ground beef across various nationwide grocery store banners.

### Solution

Automate created 27 versions of prime labels, featuring both single and multi-ply Instant Redeemable Coupons (IRCs). Each label included a grilling recipe and a \$1 off coupon for the cheese slices. These labels were strategically placed on-pack at five different protein processors spanning a total of 15 production facilities.

### Result

AutoMate efficiently managed the manufacturing and distribution of the IRCS, coordinating seamlessly with multiple stakeholders involved in the campaign. The team ensured that the labels were implemented on time across the designated production facilities. There were no issues with IRC redemption and the sales lift target was exceeded by 5% as the result of the campaign.

### Variable Data Printing

Drive warehouse efficiency and track products seamlessly across the supply chain by labeling products with identifying numbers and text, including barcodes, QR codes and consecutive numbers.



### Advertising Allowance

We are the ONLY label provider that can put your brand message both on the shelf and in a customer's hands at the point of sale. Our unique partnership with our sister company IndoorMedia can help you reach more than 50 million shoppers at 9,000 grocery stores across North America. Leverage your label spend for revenue growth with AutoMate.



■ AUTOMATE LABEL SOLUTIONS

## Boost Efficiency. Elevate your Brand.

We are a WBENC Certified Woman-Owned nationally recognized manufacturer of top-tier prime and operational labels, specialty printing products and thermal paper rolls. We have a passion for quality and deliver superior solutions that elevate our customers' brand image, boost operational efficiency, and inspire customer loyalty. We serve a diverse client base from Fortune 500 corporations to small businesses and our experienced team is ready to tackle any project.

■ DELIVERING RESULTS

### Results Matter

We've earned our customers' trust by consistently delivering high-quality products on time, every time. Our commitment to excellence is ingrained in our values and service culture. Our customers trust us with their most critical and challenging projects because we deliver.

#### Knowledge and Experience

With a wealth of expertise and decades of experience, our team of experts is adept at delivering projects with precision, timeliness, and within budget constraints.

#### Thoughtful Solutions

Our dedicated team works tirelessly to deliver thoughtful solutions that not only meet your requirements but positively impact your bottom line.

#### Personal Attention

We consider you more than just a client; you are our valued partner, and we treat you accordingly. Whatever your needs may be, we are dedicated to making every effort to accommodate them.

#### Sustainable Options

Recyclable, Compostable, Dissolvable, Linerless and FSC Certified Materials, Zippered Shrink Sleeves, BPA-Free and Phenol-Free paper.

## Our customers are our valued partners.

We work side by side every step of the way to deliver the optimal solution to meet your needs.



■ OPERATIONS CENTERS

Operations centers in MI, NC, NV, PA and TX allow us to strategically service customers across the United States.