

The Advantages of Accuracy

Survey reveals 80% of manufacturers* mislabel products annually, increasing waste and costs

Labeling accuracy is challenging for most manufacturers, yet effectively tracking the frequency of errors on product packaging, associated costs and best ways to remediate remains elusive, according to a new survey of manufacturers by *Packaging World* magazine sponsored by Digimarc and Datalogic.

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Scope of the Problem

52%

shut down lines for mislabeled products at least once a month

26%

indicate mislabeling problems during production occur weekly

30%

estimate between 1% and 10% of final products are mislabeled

Current State of Inspection

67%

manually check select packages, cases or pallets for inaccurate labels

17%

use machine readable codes to ensure product labels and other components correctly match

12%

do not monitor label accuracy

A Commitment to Invest

31%

will invest in technology for automated inspection in the next year

35%

of those willing to invest will spend upwards of \$100,000 on inspection system technologies

62%

cite corporate quality control initiatives as the leading reason for technology investment

ABOUT DIGIMARC

Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of everyday objects such as product packaging and virtually any media, including print, images and audio. www.digimarc.com/manufacturing

ABOUT DATALOGIC

Datalogic is a global technology leader in the automatic data capture and process automation markets, specialized in the designing and production of bar code readers, mobile computers, sensors for detection, measurement and safety, vision and laser marking systems. www.datalogic.com

*SOURCE: Packaging World magazine; more than 200 respondents were surveyed by email in June-August 2019

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