TSC

Seafood Labeling Solutions:
How BlueTrace Reels in Efficiency, Compliance

BACKGROUND

BlueTrace, a leader in seafood processing and distribution, operates in a demanding and fast-paced industry. Their warehouses and distribution centers require a robust auto-identification labeling system that can withstand the rigors of long hours and harsh conditions. They needed a solution that could help ensure compliance with stringent industry regulations, all while reducing paperwork and time investment.

TSC Auto ID's barcode label printers proved to be the ideal solution for BlueTrace. The printers' durability, speed, and ease of use made them a perfect fit for the company's demanding operations. As a BlueTrace representative shared, "We were impressed with the ruggedness and reliability of TSC printers. They have significantly improved our labeling process."

CHALLENGES

BlueTrace faced numerous challenges in its seafood processing and distribution operations. These challenges stemmed from the demanding nature of the industry, stringent regulatory requirements, and the need to maintain peak operational efficiency.

Maintaining Operational Efficiency

BlueTrace needed to maintain peak operational efficiency while ensuring regulatory compliance. This included streamlining processes, reducing paperwork, and minimizing downtime. The company sought to implement a robust auto-identification labeling system that could withstand the rigors

of long hours and harsh conditions.

Ensuring Compliance

The company needed to comply with industry regulations, including the need for a robust track-and-trace system for seafood products. This system would help ensure food safety and quality control throughout the supply chain.

Meeting Customer Demands

BlueTrace needed to meet the demands of its global customer base, which required a versatile and efficient labeling solution. The company sought to implement a system that could handle high-volume printing, provide real-time inventory communications, and support various labeling needs.

SOLUTIONS

To address its challenges, BlueTrace partnered with TSC Auto ID to implement a comprehensive auto-identification labeling solution. This solution included TSC's high-performance barcode label printers, rugged mobile devices, and innovative software solutions.

High-Performance Barcode Label Printers

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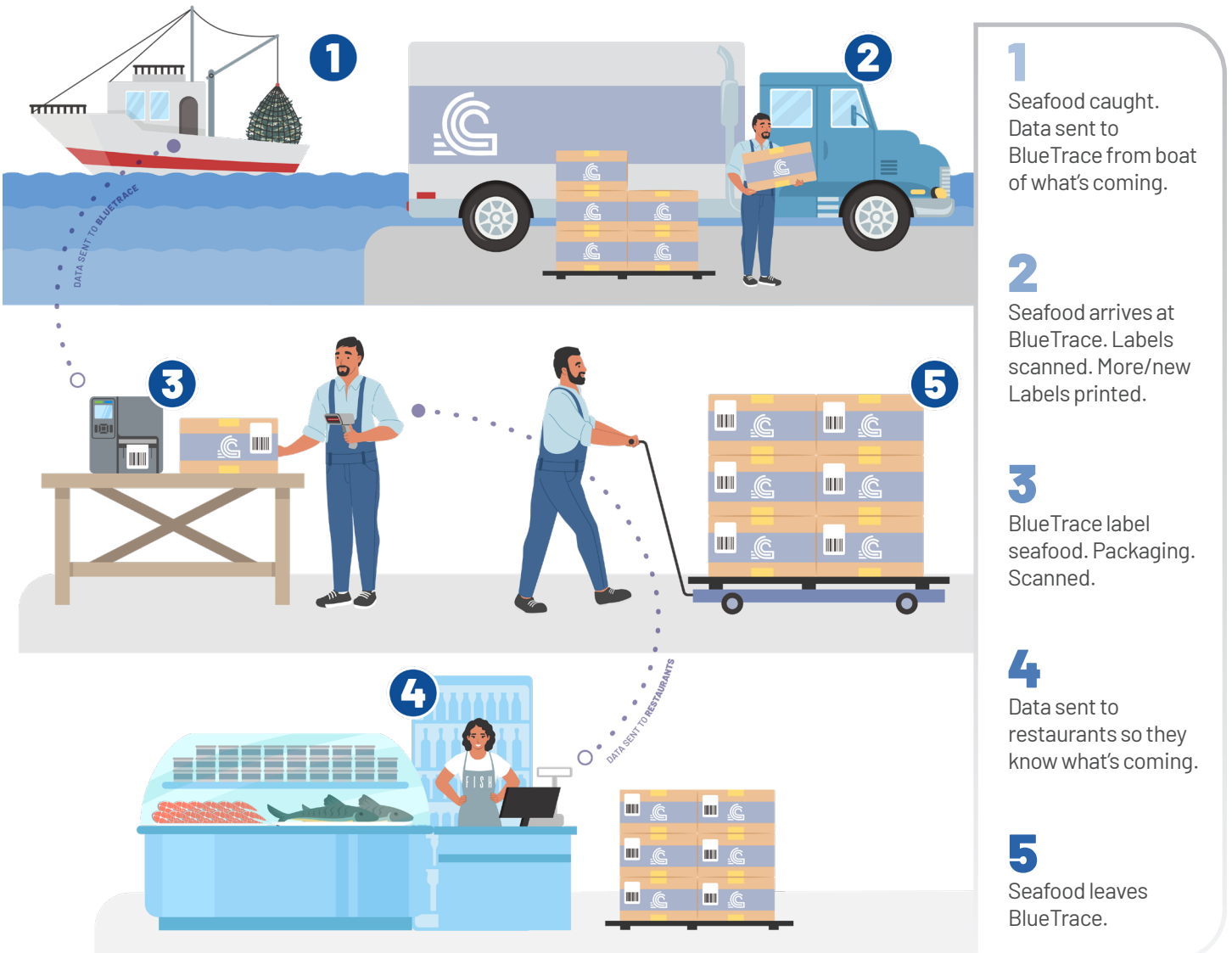>
> **BlueTrace Representative**

1 Seafood caught. Data sent to BlueTrace from boat of what's coming.

2 Seafood arrives at BlueTrace. Labels scanned. More/new Labels printed.

3 BlueTrace label seafood. Packaging. Scanned.

4 Data sent to restaurants so they know what's coming.

5 Seafood leaves BlueTrace.

Diagram 1: Process of BlueTrace shipments from being freshly caught to restaurant delivery. Details of the 5-step journey listed on left.

Rugged Mobile Devices

TSC's rugged mobile devices further enhanced BlueTrace's labeling capabilities. These devices allowed workers to print labels on the go, improving efficiency and reducing downtime. The mobile devices also integrated seamlessly with TSC's barcode label printers, creating a comprehensive labeling solution.

Innovative Software Solutions

TSC's innovative software solutions helped BlueTrace streamline its operations and ensure compliance with industry regulations. The software provided a centralized platform for managing labels, tracking inventory, and generating compliance reports. This streamlined approach improved efficiency and reduced paperwork.

> " In the past, reconciliation took a couple of hours. We don't reconcile inventory anymore. We operate seamlessly. "

WHY TSC AUTO ID?

BlueTrace partnered with TSC Auto ID for several compelling reasons. TSC's commitment to quality, innovation, and customer service made them the ideal choice for BlueTrace.

Durability and Dependability

TSC's barcode label printers are built to last, withstanding the harsh conditions of a warehouse environment. This durability ensures minimal downtime and a long lifespan for the printers, making them a cost-effective solution for BlueTrace.

Advanced Features

TSC Auto ID's printers offer advanced features that streamline operations and enhance efficiency. These features include:

- High-speed printing for minimal downtime.
- Mobile device compatibility for on-the-go printing.
- User-friendly interface for easy adoption by workers.
- Compliance with industry regulations for shellfish tags.
- Digital solutions that reduce paperwork and streamline operations.

Exceptional Operational Workflow & Customer Service

TSC Auto ID is committed to providing exceptional customer service. Their team of experts worked closely with BlueTrace to implement a labeling solution that met their specific needs. This collaborative approach ensured a smooth transition and ongoing support for BlueTrace.
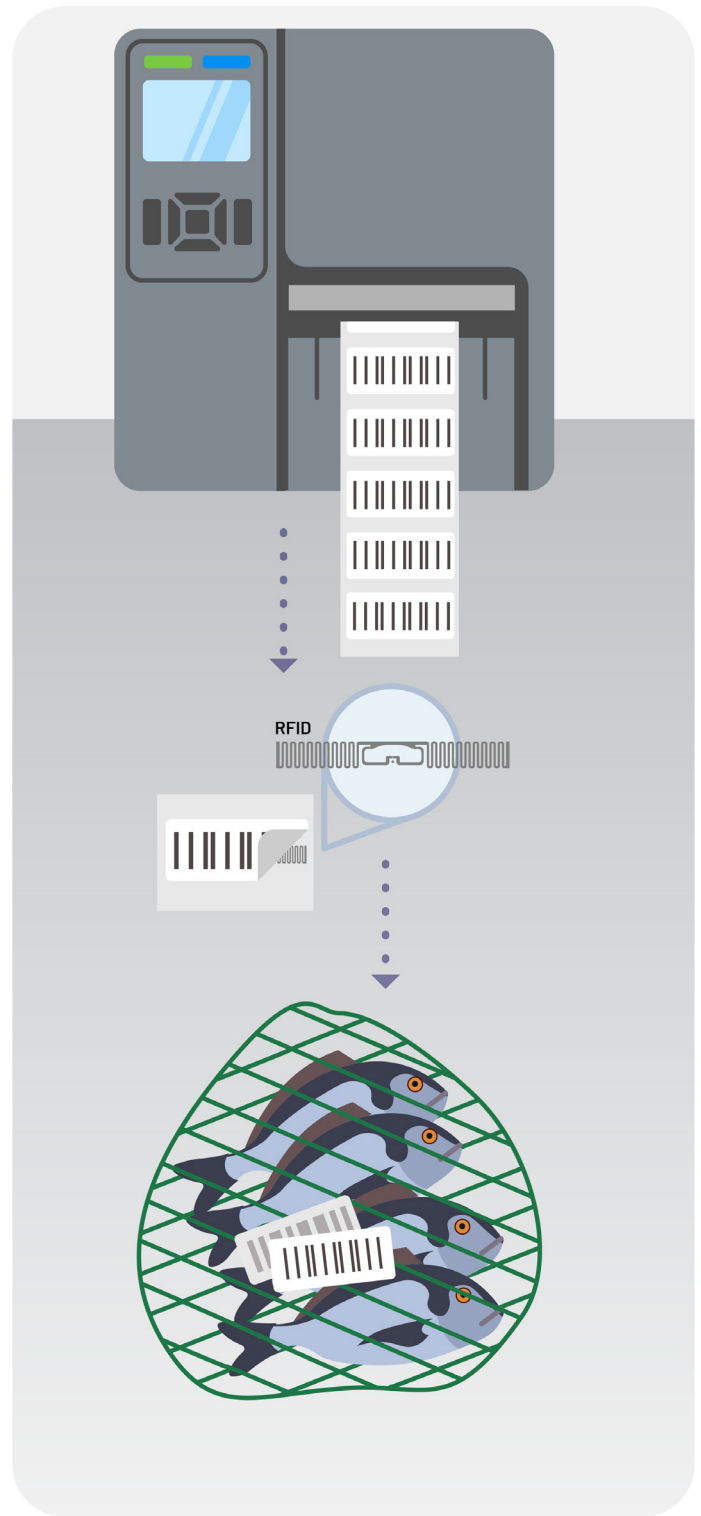

Diagram 2: BlueTrace encodes and prints RFID tags to affix to seafood packing in order to more easily track stock.