2016
TOP 5 TRENDS
IN ENTERPRISE LABELING

Third annual survey polled over 600+ supply chain and IT professionals from organizations across all major industries in 32 different countries across the globe.

LABELING TREND 1 — COLOR LABELING

60%
Nearly 60% plan to purchase additional color printers in 2016

57%
of respondents identified branding as a business driver for color labeling

LABELING TREND 2 — LABELING IS EVERYONE'S CONCERN

63%
believe the number of people involved in labeling will increase in the next 3 years

90%
of supply chain professionals believe labeling today is more important than ever

LABELING TREND 3 — CUSTOMER SPECIFIC REQUIREMENTS

98%
believe customer requirements are increasing in importance

60%
indicate that the inability to meet customer specific labeling requirements limits new business opportunities

LABELING TREND 4 — GLOBAL REGULATIONS

99%
believe regulatory labeling requirements will be more important three years from now

41%
believe that the inability to meet regulatory requirements will result in loss of business

LABELING TREND 5 — EMERGING DEPLOYMENT PLATFORMS

63%
of enterprise applications being deployed in the next three years will be deployed in the Cloud

52%
prefer their barcode labeling software to be deployed centrally

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