



insignia



**LABEL.
CODE.
VALIDATE.
TRACE.**

Who we are



insignia are recognised as authorities in labelling, coding and identification solutions, and a leading Australian provider of precision identification and traceability technologies for globally competing Australian businesses.



LABEL.

- Custom and Blank labels & tags
- Carton and Pallet Labelling
- Prime Product Labels
- Thermal Label Printing



CODE.

- Date and Batch Coding
- 2D Coding
- Barcoding Software
- Automation



VALIDATE.

- Vision
- Code Validation
- Serialisation
- Compliance
- Cloud Based Monitoring



TRACE.

- Automation
- Scanning
- Mobile Computing

INDUSTRY TRIED, TESTED AND TRUSTED

With over 55 years of experience working with some of Australia's biggest brands, our suite of technology and portfolio of services deliver market-leading solutions trusted and relied upon by key manufacturing sectors.



Food & Beverage



Retail Inventory & Supply Chain



Transport & Logistics



Industrial Goods



Pharmaceutical & Consumer Products



Agriculture



55+
YEARS AS
TRUSTED EXPERTS

insignia's solutions help Australian businesses compete by improving efficiency and productivity.



**NATIONAL
FOOTPRINT**

insignia has offices, services and manufacturing hubs across Australia.



Our mission



WHAT DRIVES US

Our success is your success. This ethos is entrenched in every solution we offer and continues to motivate us - even after decades of pioneering custom solutions.



OUR COMMITMENT

We're committed to empowering businesses and help them compete by delivering the right solutions for your industry's coding, marking, printing and mobile computing requirements.



FOCUS ON THE FUTURE

Our investment in people, partnerships and equipment emphasise our commitment to delivering best practice industry standards.

We are proud of the relationships we build with our long standing customers:



HERE'S WHAT OUR CUSTOMERS ARE SAYING



"As a world-leading nutrition, health and wellness company, we rely on insignia to help improve the performance of our production line and gain operational efficiency. As a long-term partner, we value their expertise and quality solution offerings. They always go above and beyond to provide professional, consistent service."

Eben Cloete, Nestlé Australia



"We are very satisfied with insignia's solution. Not only are we saving time in our seed bag labelling, we are also seeing improvement in traceability. It provides confidence in our supply chain and peace of mind that insignia were the right choice in partnership."

Angus Rathie, Processing & Warehouse Manager, Pacific Seeds



"We're a 365-day operation, and to date, insignia has never let us down. Without the reliability that insignia provides, we wouldn't be able to do what we do."

Don Trefz, General Manager, Supply Chain, DA Hall & Co



"insignia provided the industry knowledge and expertise to offer advice and implement a labelling and identification solution which has offered significant improvements to the APO operations."

Rose Wherry, Manager, Australian Plants Online

Sustainability

We're enabling our customers' move towards their sustainability targets to meet consumer demand, stay ahead of regulations and reduce impact on the environment. Sustainable labelling and coding options make it easy to improve the environmental impact of packaging without sacrificing performance.



**Sustainable label options
– compostable and
recycled content options**



**Linerless printers
and labels**



**Direct thermal
labels**



**Liner recycling
program**



**Label
rationalisation**



**MEK-free ink
coding solutions**

As a signatory to the Australian Packaging Covenant (APCO), insignia is working towards the 2025 National Packaging Targets. This focuses on sustainable material sourcing and manufacturing, right through to the end-of-life product disposal. We are committed to providing our customers with products and solutions that have minimal impact on the environment.



OUR COMMITMENT



**Renewable
solar energy**



**Reducing
single use plastic**



**Eco-friendly
packaging**



**PEFC
accredited**



**Recycled
content**



**Landfill
reduction**

We are guided by the UN's Sustainable Development Goals (SDGs) designed to achieve positive change and reduce environmental impact.





Labelling

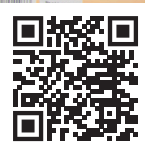
Our dedication to quality printing and converting allows us to consistently serve some of Australia's leading brands across a diverse range of industries.

Elevate your brand with premium quality labels and exceptional service from our dedicated label experts. From concept to beyond delivery, we're with you every step of the way to solve your design or application challenges to produce a solution that performs to your unique requirements.



AUSTRALIAN MANUFACTURER

As an Australian manufacturer we provide labels and tags to meet every type of application – from shipping through to product, carton and pallet labelling. We are also certified to ISO 9001 standards, which require an uncompromising commitment to quality.



Coding and Marking



NO CHALLENGE TOO GREAT

Whatever your challenge, we've got the right solution.

Our product portfolio is brimming with technologies that meet the most demanding industrial applications used by Australian manufacturers to clearly identify and trace products through the entire supply chain.

From production to end location and every step in between, we have a fleet of world class products to optimise commercial manufacturing.

We help you to:

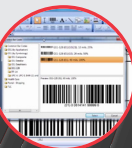
- Achieve high-performance thermal printing and product labelling;
- Produce compliant, globally recognised barcodes and product marking;
- Guarantee authenticity of products through verified codes;
- Trace products with data capture technologies for real-time visibility.

ONGOING SUPPORT

Our support doesn't stop once your technology arrives at its destination. Our service-on-demand support provides you with peace-of-mind for non-stop productivity, spanning everything from preventative maintenance to software assistance.



BARCODE, 2D CODE & DATAMATRIX SCANNING



BARCODE SOFTWARE

THERMAL PRINTING & LABELLING



USE-BY-DATES, SERIALISATION & BATCH INFORMATION

CARTON CODING



SSCC PALLET LABELLING

SCANNING & MOBILE COMPUTING



CLOUD MONITORING & DEVICE MANAGEMENT SOFTWARE

BACKED BY GLOBAL BRANDS

Our brands protect yours. The strength of our partnerships with global industry-leading brands means we provide solutions and unrivalled long-term support from suppliers.



Process Optimisation Program

STRONG PARTNERSHIP

Leading businesses from all industries rely on insignia to help them optimise their operational processes to give them a competitive edge.

We leverage our industry insights and technical expertise to conduct a holistic audit of your manufacturing processes and demonstrate ways to increase efficiency or recommend solutions for line optimisation and enhanced productivity.



100%

FOCUSED ON YOU

And on understanding your goals, targets, and processes. With these insights, we can collaborate with you to provide the best outcomes for your business and your plans for growth.

Our commitment doesn't stop there. We pride ourselves on being your continued advisor today and into the future by providing industry leading technical advice and adapting solutions alongside your business as you grow.

OPTIMISATION SUCCESS – RESULTS THAT DO THE TALKING



\$385K

EXPENDITURE REDUCTION

Achieved a \$385K reduction in annual expenditure on consumables and maintenance for a major dairy product manufacturer



20%

LESS CONSUMABLE SPEND

Helped a major Australian beverage manufacturer achieve a 20% reduction in consumable spend and 5% improvement in OEE through a coding optimisation project.



70%

INVENTORY REDUCTION

Achieved a 70% reduction in packaging inventory for a major agricultural business by eliminating pre-printed cartons and moving to labelling plain cartons.



\$3K+

SAVED PER OPERATOR PER YEAR

Saved a national logistics provider \$3K+ per operator per year with the implementation of forklift-mounted mobile label printers, with project ROI achieved within 5 months.



LABEL.
CODE.
VALIDATE.
TRACE.



COUNT ON OUR EXPERTISE

1300 467 446 • insignia.com.au