

New Label Kit Solution Cuts Costs and Boosts Efficiency for Rock Energy Systems LLC



Customer: Rock Energy Systems LLC

Objective: Implement a new label kit solution that cuts costs, saves time, and is more aesthetically pleasing.

Solution: Polycarbonate Overlay, Vinyl Label Kit

Website: www.sunfireheater.com

Rock Energy Systems LLC produces the leading brands of space heating products that include waste oil furnaces and portable radiant space heaters. Their products generate heat that is fueled by motor oils and petroleum based fluids. Produced in Janesville, Wisconsin, Rock Energy is the market leader in advanced oil heating equipment and accessories.

Problem

For each piece of heating equipment Rock Energy manufactured, they were ordering and applying up to 22 individual labels. This process caused a number of issues for the company from both an operational and a cost standpoint. With over 15 SKUs per unit, ordering the necessary labels separately greatly inflated the cost of labeling each heater. Workers had to apply each label individually, which was an inefficient process and also led to mistakes — it was not uncommon for Rock Energy workers to miss a label during the application process. Rock Energy also struggled with label inventory management due to the significant number of different labels ordered.

Solution

Rock Energy worked with Miles Data, headquartered in Waukesha, Wisconsin, to design and implement a labeling solution that would cut down on costs, improve the application process, and simplify inventory management.

Miles Data's solution was to create two label kits that contain all of the necessary labels for each waste oil heater. The first step involved redesigning the dashboard layout for Rock Energy's SF-150 heater units and then creating a polycarbonate overlay label that can be applied directly to it. Although Rock Energy had to change the button positions on their heaters, it decreased the number of dashboard labels from 13 to one. The dashboard kit greatly

reduced costs, improved aesthetics, and made it easier to manage the label inventory. The polycarbonate material used in the dashboard kit needed to withstand fuel oil exposure, so Miles Data assisted with securing the additional UL certification.

The second part of the solution combined nine individual labels and placed them on a single vinyl kit. These precautionary labels highlighted warnings and dangers and were placed on various parts of the heaters. Aside from the costs benefits of combining the labels, this kit also provided a visual cue to the line workers; the application process is not complete until all labels are removed from the liner. Minimizing the number of label kits helped control costs and eliminated the issue of dealing with lead times for independent labels. As part of the new label kit a “Made in Wisconsin” label was added to further highlight that the SunFire SF-150 is engineered and manufactured in Wisconsin. The “Made in Wisconsin” logo helps to market the origin and quality of Wisconsin made products and is a program sponsored by the Wisconsin Economic Development Corporation (WEDC).

“Miles Data did a great job consulting with the Rock Energy team to develop a label solution that improved our quality, efficiency and overall cost. We look forward to working with them again on future projects.”

— Jeff Townsend, President

Benefits

The labeling solution designed and implemented by Miles Data provided Rock Energy with a number of time-saving and cost-cutting benefits. Ordering an entire set of labels for each unit at once means Rock Energy will always have the exact number of labels needed for a unit. Pricing for the labels stays consistent with only a single die charge as the upfront cost. After installing the solution from Miles Data, Lanair was able to save over 55% on labeling costs.

When it comes to the actual labeling process, the new solution has helped Rock Energy improve efficiency across the board. The labeling kits allow workers to confirm that each unit has every label it is required to have. Once the label kit liner is empty, workers can confirm that the unit is completely labeled. The labels, particularly for the dashboard kit, are also much more organized and the redesign has brought uniformity and consistency to the finished units, as well as an attractive design.

Before



After

