

## Case Study: Streamlining Seed Tote Labeling with Inovar's Durable Placard Solution

### Background

A global Ag-Chemical company, known for its innovation in crop science and seed production, had been working with Cimarron Label, an Inovar company, for many years to produce extended content booklet labels for its agricultural products. As the relationship evolved, the company's operations team shared a recurring challenge that was costing time and creating compliance risks in their seed distribution process.

### The Challenge

This customer distributes bulk seed products nationwide using large, reusable tote containers. Because the contents of these containers often vary based on region or retailer, the labeling must be updated regularly to reflect accurate product information. Their existing process involved applying standard adhesive labels directly to the totes. Over time, this created significant operational inefficiencies. Labels were layered on top of each other, resulting in excessive adhesive residue that required time-consuming manual cleanup.

It became increasingly difficult for teams to identify which label corresponded to the current contents, leading to confusion and the risk of misidentification. The process also offered little flexibility, making it difficult to adapt quickly to product changes or shifting distribution needs. Additionally, this approach raised concerns about maintaining compliance with labeling regulations. Our team recognized an opportunity to offer a far more durable, scalable, and streamlined solution.

### The Solution: Placard Labels

Inovar proposed a new solution—**industrial-grade placard labels**—that had never been used in this customer's Ag-Chemical operations before. This product allows a permanent placard label to be applied to a tote. Seed-specific labels can then be affixed to the placard and removed cleanly, solving the issue of sticky build-up and confusion over product identification. Key benefits of the placard approach included:

- **Durability:** Withstands tough outdoor conditions and extreme temperatures
- **Adhesion Strength:** Holds firmly to rugged tote surfaces, even through wash cycles
- **Ease of Use:** Allows clean, repeated removal and replacement of top labels with no residue

Inovar provided a custom-engineered placard sample featuring durable stock, aggressive adhesive, and a protective laminate. After testing, the customer found that the placards performed exceptionally well and are now moving into a broader rollout phase.

### Results

By integrating placards into their tote labeling system, the customer experienced noticeable improvements across their operations. Labeling and container preparation became significantly faster, allowing for quicker turnaround times and improved workflow efficiency. The single-label display eliminated confusion, making it easier to identify the correct product immediately. With no more residue buildup or layered labels to remove, they also saw a reduction in labor and waste tied to tote cleanup. Additionally, the new system supported better compliance with labeling regulations by ensuring only accurate, up-to-date information appeared on each container. The customer has also begun sourcing both booklet and placard labels from Inovar, simplifying their supply chain and ensuring greater consistency and quality across all labeling components.

**Why It Matters**

For Ag-Chemical companies using reusable containers like seed totes, bins, or drums, labeling can be a hidden source of inefficiency. Inovar's placard solution provides a scalable, cost-effective fix that reduces cleanup time, eliminates mislabeling risk, and simplifies logistics.

**See the Solution in Action**

Inovar will be exhibiting as Cimarron Label, an Inovar Company, at the upcoming **Specialty & Agro Chemicals America** show. Stop by **Booth #804** to see the placard solution firsthand and discuss how it could fit into your labeling strategy.