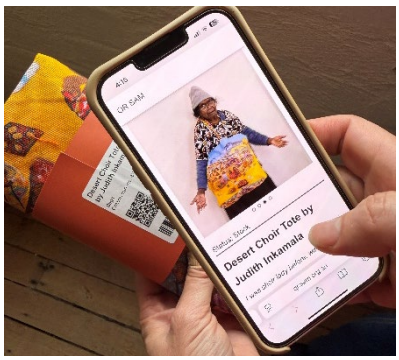
Digital Labelling Equipment Fact Sheet

This fact sheet is to assist Art centres to source the equipment they need to implement Digital labelling out of SAM. These recommendations come from our experience with the Desart Digital Labelling project. They're suggestions only, and every art centre is different. The final decision is yours.





GETTING STARTED

You will need

1. **Printer:** To print your digital labels – either a dedicated Label printer or Laser/inkjet printer
2. **Barcode Scanners:** to scan Barcodes into SAM. These streamline and speed up sales process, minimise errors, and more accessible to artworkers etc.
3. **Adhesive Labels:** Available as stickers on rolls (label printer) or A4 sheets (Laser/inkjet printer).
4. **Swing tag/Packaging:** A custom branded card or packaging that you can stick your digital label onto. Note: In most cases adhesive labels are not suitable to stick directly to artworks – always attach them to a secondary tag first.
5. **Attachments:** Materials to secure your tag to your inventory item eg. twine, fasteners, string, stapler, safety pins

RECOMMENDATIONS

Buy a label printer – For a small cost, buying a desktop label printer is worth it for the ease and flexibility it provides. You can print a single label or bulk labels at any time. (Laser or Inkjet Printers, use A4 Sheets, these can be difficult to manage and there can be a lot of wastage if you don't use all the labels on a sheet.)

Label size – Start simple! We recommend starting with one size if possible. This means no changing label rolls, and only having to purchase one standard label. Your printer is always ready to go, when you need it. You can always buy different label sizes later, as you get more comfortable with your printer and process.

What size label do I need - When choosing the size of your label consider the content you want on the label and what space you are sticking it onto. If you are unsure, we recommend a 48 x 69mm label as a good size to start – it will fit item details, price, QR code and barcode.

Use a Graphic Designer - to design your swing tags so they look professional. Be sure to include your Art centre logo and website address at a minimum. It's a good idea to include 1 or 2 sentences about your Art centre, and the IAC logo.

PRINTERS

Printer Type: Thermal Transfer label Printer (B/W) (Recommended)

Thermal label printers are ideal for barcode labels because they produce accurate, high-quality images with excellent edge definition and they are easy to use, fast and convenient. They enable bulk or single label printing with virtually no waste.

There are 2 types of thermal printers available – Direct Thermal or Thermal transfer.

1. **Direct thermal** prints use chemically treated, heat-sensitive media that blackens when it passes under the thermal printhead. *Labels fade after 6-12 months. Eftpos receipts are often printed using this method.*
2. **Thermal transfer** printing uses a ribbon to produce durable, long-lasting printing on a wide variety of materials**. (Recommended)**

Label Type: Roll

Quantity: Approx 1000 Labels per roll depending on size & manufacturer

Label Example: 69mm X 48mm Thermal Transfer Labels LT6948-6A – rectangle white.

$$: approx. 2 c per label (based on purchasing 6000 labels - $120).

PROS

- Excellent print resolution for scanning/reading
- Cost-effective
- Virtually no waste
- Can print single or multiple labels.
- Not susceptible to dust contamination.
- Efficient workflow. Simple to use.
- Thermal labels perform well in heat
- Suitable for or low or high-volume
- Compact printer unit
- Long lasting printing when thermal transfer
- USB or wifi models available



CONS

- Black and white only
- Small extra cost upfront to buy
- Not suitable for images



Printer Type: Colour Label Printer

The Epson ColorWorks CW-C4010 is a compact desktop colour label printer designed for businesses that need flexible, professional and on-demand colour label printing. Ideal for product packaging labels, barcode labels, and short-run custom label production, the CW-C4010 delivers high-quality full-colour output in a small desktop footprint.

Label Type: Roll Continuous (cutter)
Label Example: Epson Label Roll
Quantity: 30 metres (continuous
$$: approx.10 c per label (based on purchasing 30m continuous roll at $45)

PROS

- High print quality
- Print images in colour
- Fast printing
- Smudge proof
- Auto cutter, so can have different length labels
- Can print one or multiple labels at a time
- Dedicated label printer
- Networkable / wifi



CONS

- More expensive printer than thermal printer
- Higher unit cost
- Consumables cost and availability – multiple colour ink cartridges required. Specialised labels



Printer Type: A4 Laser /ink jet Printer



Laser and Ink jet printers can print labels on speciality A4 sheets. They use toner or ink to do so. These printers are often already set up and used for day-to-day printing in an art centre. So the advantage of opting to print labels using this method can seem like the best place to start. However, the disadvantage is that labels can be harder to manage due to the complexity of label sheet feeding and wastage sheets can create. Sometimes it may be the appropriate or only option, for example you want to use clear label sheets, for gallery wall labels, or to print coloured images. But in the long run having a dedicated label printer will make your life and printing labels much easier. *NB. Ensure print quality is high and printed on a quality stock, as printed barcodes and QR codes that are not clear with high contrast, will not scan.

Label Type: Single Sheets (A4)

Label Example: Avery 70mm x 52mm – white rectangle (matt or gloss) 10 per A4 sheet

Quantity: 1000 labels (A4 100 sheets, ten labels per sheet)

$$: approx. 5c per label (based on purchasing 1000 labels $51.99)





PROS

- Compatible with common laser or Inkjet printer, which Art Centre may already have.
- Can print in colour or B/W (depending on your printer) important if you are wanting photos on your labels.
- Large range of speciality labels and finish – clear, gloss or matt
- Good for printing large quantities - print multiple labels/sheets at once.
- Laser printer is hi resolution and has excellent print definition for quality scanning/reading.

CONS

- Label wastage, (you may not always print a full sheet of labels)
- Labels more expensive than rolls.
- Difficult to print single label.
- Printing labels via general printer may interrupt others workflow.
- Quality and longevity may vary particularly when using inkjet printers. This can impact whether codes are clear and able to be scanned effectively.

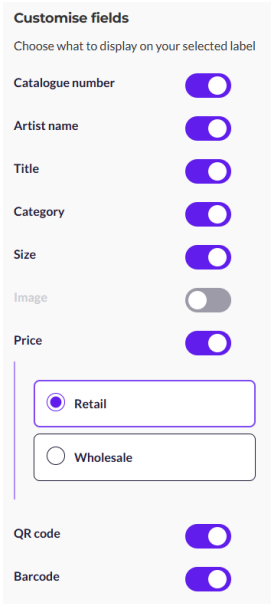
LABELS



Setup

In SAM you can configure Label templates for your Art centre.

- **Go to SAM SETUP > LABELS >** From here set up and save configuration of up to 3 small and 3 large labels for Products and Artwork/Editions.
- **Toggle ON or OFF** what information appears on your labels, this will help you determine the size label you need. The more you show the larger the label. *(Remember customers can scan the QR code to find out more, so include only what you need.)*



Retailers/Galleries selling your items may want different information than you do, so having multiple label templates setup will accommodate labels with different uses.

Including QR codes and barcodes on your labels will ensure you utilise the full functionality of SAM digital labels.

- The QR code is used by the customer to read information you directly input into SAM, in includes information about the artist, artwork story, product information and a link to your art centre. It is a great way to market your items and share the story. But remember a QR code is only as good as the content you put behind it! Be sure to toggle your QR codes on in SAM if using. See example QR Artwork, Edition, Product.
- The linear barcode allows the art centre using a scanner to easily add items to SAM during a sale, stocktake or search. Reducing errors, speeding up sales and empowering Arts workers.

Sizes

There are only specific size labels available in SAM. Select from the table below.

Not sure where to start? **The most commonly used label in Art centres is the 48mm x 69mm size.** This size will easily fit QR codes, barcodes, cat no., title, artist name, price etc



Rolls (Labels)				
Label size (H x W)	**Orientation**	**Printer/Type**	**SAM label size**	**No. per sheet**
35 x 30mm	Landscape	Label printer, Thermal transfer	Small	1
50 x 25mm	Landscape	Label printer, Thermal transfer	Small	1
50 x 38mm	Landscape	Label printer, Thermal transfer	Large	1
60 x 29mm	Landscape	Label printer, Thermal transfer	Small	1
63 x 23mm	Landscape	Label printer, Thermal transfer	Small	1
51 x 80mm	Landscape	Label printer, Thermal transfer	Large	1
51 x 100mm	Landscape	Label printer, Thermal transfer	Large	1
51 x 130mm	Landscape	Label printer, Thermal transfer	Large	1
75 x 23mm	Landscape	Label printer, Thermal transfer	Large	1
75 x 28mm	Landscape	Label printer, Thermal transfer	Large	1
70 x 35mm	Landscape	Label printer, Thermal transfer	Large	1
35 x 70mm	Portrait	Label printer, Thermal transfer	Large	1
48 x 69mm	Portrait	Label printer, Thermal transfer	Large	1
50 x 70mm	Portrait	Label printer, Thermal transfer	Large	1
69 x 48mm	Landscape	Label printer, Thermal transfer	Large	1
70 x 50mm	Landscape	Label printer, Thermal transfer	Large	1

100 x 150mm	Portrait	Label printer, Thermal transfer	Large	1
100 x 150mm	Landscape	Label printer, Thermal transfer	Large	1
A4 Sheets (Labels)				
Label size (H x W)	**Orientation**	**Printer /Type Code**		**No. per sheet**
17.8 x 58 mm	Landscape	A4 Printer, J8156	Small	45
63.5 x 38.1 mm	Portrait	A4 Printer, L7160	Large	21
63.5 x 38.1mm	Landscape	A4 Printer, L7160	Large	21
99.1 x 34mm	Landscape	A4 Printer, L7562	Large	16
99.1 x 57mm	Portrait	A4 Printer, L7173	Large	10
99.1 x 57mm	Landscape	A4 Printer, L7173	Large	10

How many labels do we need?

Digital labels can be generated for both catalogued artworks, editions and products. They are powerful tool for stock management, marketing and sharing provenance. The number of labels and swing tags you will require will depend on the art centre's needs, consider:

- Does the art centre want labels for both products, artworks and editions?
- Check SAM for available artwork, product, edition numbers to get an approximate count.
- We recommend art centres starting out order enough labels and swing tags to cover the initial digital label implementation (all your stock) plus future needs, by purchasing at least a year's supply to ensure a continuous workflow.

SCANNERS



Barcode Scanners



We recommend that art centres implementing digital labelling purchase barcode scanners to streamline sales and stocktakes in SAM. Available as wired (USB) or wireless (Bluetooth) models, scanners are relatively inexpensive and widely compatible with Mac and PC desktops, laptops, iPads and tablets. Keeping several on hand can be useful.

Each scanner type has its own advantages and disadvantages.

Wired barcode scanner (USB cable) – Wired scanners are generally more reliable, as their direct connection delivers consistent data transfer and fast, accurate results. They require no charging, are easy to set up and are relatively inexpensive. However, the cable limits the user's movement compared with a wireless scanner.

Wireless barcode scanner (Bluetooth) – Wireless scanners require regular charging and can be inconvenient if they are not returned to the charging station. However, they eliminate cables and allow users to move freely while scanning. Bluetooth models may take longer to set up, although the technology has improved. We tested several scanners and found the CS6080 reliable and compatible with mobile phones, iPads and laptops. Wireless scanners cost more than wired models, with prices starting at $250.

Tip: Using both USB and Bluetooth scanners is a practical solution, particularly during stocktakes or when multiple workstations are processing sales. A wired USB scanner also provides a reliable backup if the Bluetooth scanner has not been charged.

WHERE TO BUY

Ready to get started, below are some of Australia's label printer retailers. Please note these details will change regularly and is provided as a guide only, Desart is not affiliated with these suppliers in anyway. Please do your own research.

https://www.barcodes.com.au/

https://shop.peacocks.com.au/

https://www.thermallabels.com.au/

www.pos99.com.au

https://www.datanet.com.au/

Below is our recommended basic printer setup for those getting started.

ZEBRA ZD421 THERMAL TRANSFER DESKTOP LABEL PRINTER 300DPI

Price: $880 ex. gst (Approx depending on supplier).

- If more than one computer will be printing to the printer, we suggest purchasing the WIFI module, to be able to network the printer. The standard model comes with a USB cord, which can only connect to one computer at a time. The printer is small and compact and be easily unplugged and moved from desk to desk.

WIFI Module

- Price: Approx $182 ex. gst (depending on supplier).
- Specs: PC & MAC compatible. Reliable, compact unit. Set-up required.
- YouTube demonstration: https://www.youtube.com/watch?v=9B5rxDYlYds

69mm X 48mm Thermal Transfer Labels

- SKU LT6948-6A
- Price: $120 ex. gst (per box of 6000 labels - 1 roll = 1000 labels))
- Label size: 69mm x 48mm
- Colour: White
- Perforated labels for easy tearing
- For use in thermal transfer printers
- Core size 25mm

https://www.barcodes.com.au/69mm-x-48mm-thermal-transfer-labels-lt6948-6a/

Compact Thermal Ribbon

- SKU TTRCW11074
- Price: $12.50 ex. gst per ribbon roll (recommend purchasing 6 at a time)
- Ribbon width: 110mm
- Ribbon length: 74m
- Colour: black
- For use in thermal transfer printers
- Core size 25mm

https://barcodes.com.au/products/ttrcw11074-compact-thermal-ribbon

Scanners

Barcode readers are available via suppliers above - shop around for the best price. We recommend the scanners below, they are compatible with MAC or PC and Ipads. This is not an exhaustive list; other options are available, however these scanners were tested as part of Digital labelling project

and found to be the most reliable and easiest to setup and use for the price. We recommend starting with 1 of each.
Zebra DS4608 Retail Barcode Scanner 1D/2D SKU: DS4608-SR7U2100SGW Type: Wired - USB cable and stand included Price: $198 ex.gst https://barcodes.com.au/products/zebra-ds4608-retail-barcode-scanner-1d-2d 
Zebra CS6080 2D Bluetooth Scanner with USB Charge Pad SKU: CS6080-SR400004QAW Type: Wireless – Bluetooth, charge pad included (no wall plug) Price: $298 ex. gst https://www.barcodes.com.au/cs6080-2d-bluetooth-scanner-with-usb-charge-pad/ 

If you have any questions or need support setting up your SAM Digital Labelling contact: Jane Chambers, Digital Labelling Project Coordinator (08) 8921-4222 or digitallabelling@desart.com.au