

VARIABLE DATA



VARIABLE DATA, EXPLAINED.

Variable data is used when information needs to vary from one tag, nameplate, or product to the next. This can include serial numbers, barcodes, QR codes, part numbers, data, or other unique details.

Variable data can improve product identification, tracking, organization, and traceability while ensuring each asset contains the information required for each application.



PLASTIC SUBSTRATES

Most commonly used for general-purpose applications and are versatile, cost-effective, and durable for indoor environments.



METAL SUBSTRATES

Ideal for harsh conditions where resilience is crucial. These tags can withstand outdoor exposure, extreme temperatures, and rough handling, making them perfect for industrial or high-risk environments.

DURABLE ADDITIONS

In addition to printing, processes such as embossing and doming can add dimension and provide additional protection. Protective top coats can also be applied to flexible substrates for added durability and protection.



QR CODES

SIMPLE & VERSATILE

Quick access to digital information, instructions, product details, or other resources by connecting a physical label to online content.



BARCODES

EFFICIENT & RELIABLE

Each part, product, or asset gets a unique, scannable identifier, making asset tracking or information access fast and accurate.

001
002
003

NUMBERING

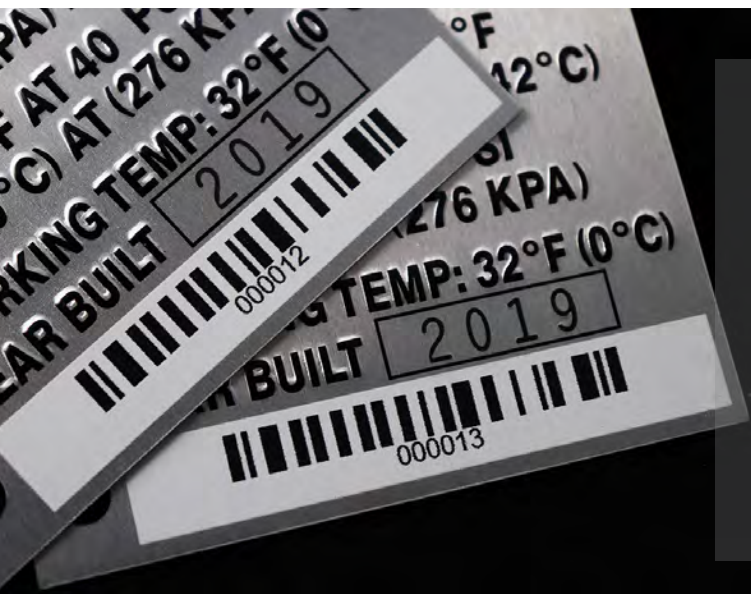
UNIQUE & EFFECTIVE

A clear sequence of unique numbers to identify individual parts, track asset history, and maintain traceability.



SUPPLY FORMATS

Industrial labels made from plastic substrates are typically supplied with pressure-sensitive adhesive and can be provided as individual parts, strips, or kits to support efficiency. Serialized metal tags are available with or without pressure-sensitive adhesive and are typically packaged in bundles or packs.



DIGITAL, SCREENED, OR STAMPED

DIGITALLY PRINTED

Works for both metal and plastic substrates, and is ideal for numbering or any other form of variable data.

SCREEN PRINTED

Works for both metal and plastic substrates, and is typically used for static QR codes or barcodes.

STAMPING

Works for both metal and plastic substrates, and is most commonly used for numbering or serialization.



For over 70 years, McLoone has partnered with OEMs and manufacturers to deliver high-quality product identification. Variable data can be incorporated onto metal and plastic labels and tags to provide unique information like barcodes, dates, part numbers, serial numbers, and QR codes. This information helps make products easier to identify, track, and manage throughout their lifecycle.

If you're interested in starting a conversation or getting started on your product identification project, reach out to us at sales@mcloone.com



THE BENEFITS VARIABLE DATA

Using variable data can improve efficiency by making products, parts, and assets easier to identify, track, and manage. It can help reduce lost or misplaced items, simplify inventory management and audits, support maintenance and recordkeeping, improve accountability, and provide more accurate information for reporting, compliance, and long-term planning.



As part of the Clarion Safety Systems family, we are able to provide best practice safety labels and signage, along with complementary risk-reduction services through their affiliated businesses: Machine Safety Specialists and Arrow Industrial Solutions.