

# It's Tool Time

How the rise in hardware retail popularity has put more pressure on the industry – and how you can compete



 **AstroNova®**

 QuickLabel®  GetLabels®  TrojanLabel®

With the unexpected circumstances between 2020 and 2022, hardware sales increased by nearly \$10 billion. According to in-store and online purchase data, home improvement stores are the second fastest-growing retail channel. With an explosion in growth, several trends have emerged in the hardware market, revealing an evolution and presenting new opportunities.

However, consumer needs, wants, shopping habits, and expectations have shifted. And while research indicates the momentum in sales slowed in 2021 as the world reopened and people spent less time on home projects, consumer trends continue to evolve. Therefore, manufacturers and retailers in the hardware industry need to adopt new strategies to remain competitive and meet consumer demands.



# AstroNova Provides Labeling Solutions to the Following:

Companies in this industry primarily retail a range of home renovation equipment and supplies, all of which AstroNova has experience and expertise assisting.

- Hardware
- Plumbing
- Electrical
- Paint-related tools
- Power tools and equipment
- Lumber
- And more

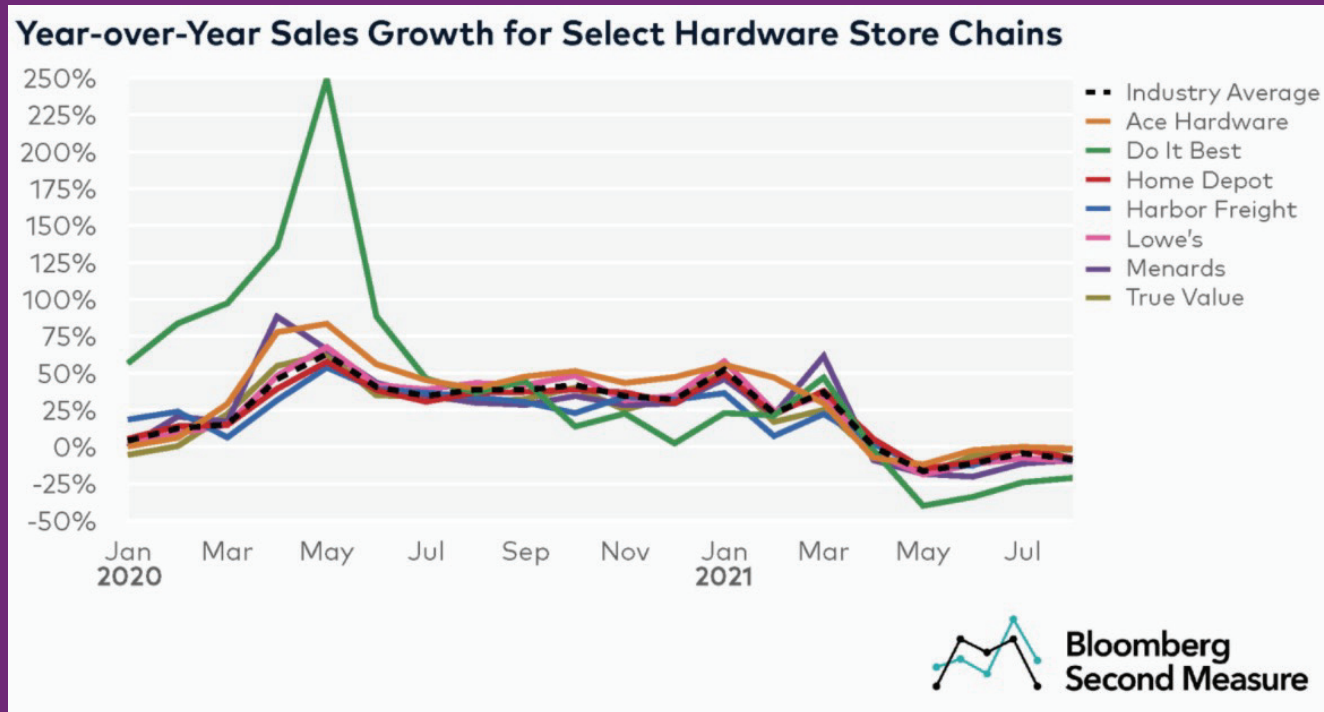




# Tracking Hardware Trends

*According to research gathered by Bloomberg Second Measure:*

- Despite slowing or negative growth rates, 2021 sales at all hardware store chains were still higher than pre-pandemic levels
- The average transaction value for home improvement companies has increased year-over-year





# The Importance of Retail Compliant Labels

Whether you're in the business of producing industrial tools or plumbing, electrical, or building supplies, you know the labels on these products must meet stringent retail packaging standards. While some of these guidelines differ between retail chains, universally, from sensor codes to barcodes, you want to effortlessly create professional, custom labels for each retailer or distributor.

Additionally, with the exponential growth in the hardware industry, you want to labels durable and reliable enough for retail demands. Additionally, with consumer shopping habits shifting from in-store to online and an increase in brand awareness, there's more pressure than ever to produce not only compliant labels but professional, informative, hardware labels that stand out – on the shelves and online.



# ***Solutions that Work for You***

With recent retail profits benefiting industry operators that provide hardware and building materials to contractors, businesses, do-it-yourself (DIY) consumers, and various other customers, have you been able to keep up with the increase in demand?

Add in logistical nightmares and the pressure to meet time-to-market.

Evaluating your current business label production and integrating optimizations and improvements can be made effortlessly. Doing so allows you to take control of your production from start to delivery.





# Understanding Your Needs

*So you can effectively streamline production*

Whether your labeling needs are as simple as black and white or complex and colorful, AstroNova's labeling solutions provide:

- **Label Durability**
- **UV Resistance**
- **Superior Adhesion**
- **Barcode Scan Quality**
- **Marketing Flexibility**
- **Quick Time-to-Market**
- **Color Fidelity and Repeatability**

Finding a reliable, long-term solution that easily integrates into your production line and provides all the essentials your labels require can seem impossible.

**Luckily, it's not.**





# The Power of In-House Labeling

Some businesses in the industry have learned, as much as we try to plan and forecast, some things are simply out of our control, and that when facing the unpredictable, we should control what we can – costs, timeframes, processes, etc.

Bringing your labeling production in-house is one thing to consider. Doing so equates to one less uncontrollable factor, allowing for marketing flexibility, the ability to meet shipping timelines, and the capabilities to easily update labels as needed, in the quantity you need, without hassle.



# Dynamic Labeling

With the proper in-house printing solution, gain time, flexibility, and speed of production.

Serving a wide range of labeling needs from simple to complex requirements, **QuickLabel®** and **TrojanLabel®** printers provide the ability to print dynamic data like SKU numbers, part numbers, barcodes, and more, including specific text, color codes, and product images, all with the durability required.



*Other perks of in-house labeling?  
Print the labels you need on-demand,  
save valuable time, and reduce the  
cost-per-label.*



In an unpredictable market,  
control what you can.  
In-house printing is here  
to help with some of the  
on-going growing pains in  
the hardware industry.

## Questions?

Our Label Experts are knowledgeable  
and always available to help



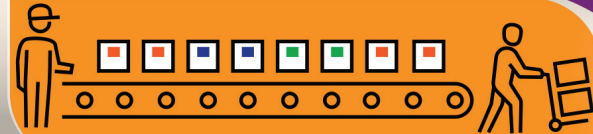
PRODUCT SALES



MANUFACTURING



LABEL PRINTING



LABEL APPLICATION



SHIPPING LABELED PRODUCTS



# AstroNova Understands Your Application

Today, thousands of manufacturers, processors, and retailers worldwide increase their sales revenue and profit margins by labeling in-house. With over 50 years of innovation and expertise, let AstroNova help your business grow in this expanding market and stay ahead of regulation changes by taking control of your labeling today!

**Contact us:**  
**Tel: +1 401-828-4000**  
**Toll-Free: 877-757-7978 (US Only)**  
**[info@astronovaproductid.com](mailto:info@astronovaproductid.com)**



[www.astronovaproductid.com](http://www.astronovaproductid.com)

[www.getlabels.com](http://www.getlabels.com)

## WORLD HEADQUARTERS

AstroNova, Inc.  
600 East Greenwich Avenue  
West Warwick, Rhode Island 02893 USA  
Tel: +1 401-828-4000  
Toll-Free: 877-757-7978 (US Only)  
[info@astronovaproductid.com](mailto:info@astronovaproductid.com)

## EMEA HEADQUARTERS

AstroNova GmbH  
Waldstraße 70  
D-63128 Dietzenbach Germany  
Tel: +49 (0) 6074 31025-00  
[infoDE@astronovaproductid.com](mailto:infoDE@astronovaproductid.com)

### CANADA

Tel: +1 450-619-9973  
Tel: 800-565-2216 (Canada Only)  
[infoCA@astronovaproductid.com](mailto:infoCA@astronovaproductid.com)

### LATIN AMERICA

Tel: +52-(55)-3934-5171  
[infoMX@astronovaproductid.com](mailto:infoMX@astronovaproductid.com)

### FRANCE

Tél: +33 0 1 34 82 09 00  
[infoFR@astronovaproductid.com](mailto:infoFR@astronovaproductid.com)

### UNITED KINGDOM & IRELAND

Tel. +44 (0) 1628 668836  
[infoUK@astronovaproductid.com](mailto:infoUK@astronovaproductid.com)

### DENMARK

Tel. +49 0 6074 31025 00  
[infoDE@astronovaproductid.com](mailto:infoDE@astronovaproductid.com)

### CHINA

Tel: +86-21-5868-1533  
[infoCN@astronovaproductid.com](mailto:infoCN@astronovaproductid.com)

### MALAYSIA

+603 5031 9330  
[infoMY@astronovaproductid.com](mailto:infoMY@astronovaproductid.com)

