



The Loftware Label Lane

A CURATED MAGAZINE FOR THE AUTOMOTIVE INDUSTRY

- 3** **Start your engines**
Why cloud labelling is the next automotive innovation
- 4** **Eight ways car brands can turbocharge supplier compliance with cloud labelling**
- 6** **Under the hood of labelling**
- 8** **Deciphering the EU Digital Battery Passport regulation**
- 9** **Five burning questions about automotive labelling – answered**
- 10** **How does your labelling stack up?**

Start your engines

Why cloud labelling is the next automotive innovation

In an era defined by electric vehicles, sustainability mandates, and global supply chain pressures, the automotive industry is undergoing a seismic shift.

To effectively manage these and other demands, car brands need advanced and intelligent cloud-based solutions that eliminate data silos, enable fast scaling up or down, support fast data processes, provide valuable analytics, and allow companies to collaborate across their end-to-end supply chains. With this in mind, one unsung hero is emerging in the pit lane: cloud labelling.

Cloud-based labelling plays a vital role in the automotive industry, where safety stickers, vehicle identification (VIN) labels, and auto labels all store critical safety, inventory, quality control, warranty, and other information. Accurate labelling also ensures clear identification of parts, components, and vehicles as they make their way through the manufacturing process, across the supply chain, during product recalls, and within the automotive aftermarket. When the right labels are placed on the right products, potential issues and safety hazards can be more quickly identified and addressed.

Some of the labelling complexities that automotive companies are managing right now include an uptick in customer-specific labelling and packaging artwork requirements, non-traceability for products coming from various suppliers, and the rise of counterfeit auto

parts – a black market sector that’s valued at around €12 billion annually, to name just a few.

However, by moving to a cloud labelling solution, car companies can overcome these challenges and:

- Guarantee a seamless passage of products through the supply chain
- Enable supplier compliance
- Improve track and trace
- Meet sustainability mandates
- Dramatically reduce labelling errors
- Quickly react to evolving customer, regional, and regulatory requirements
- Reduce costs

In this exclusive issue, we dive into how car brands are using the Cloud to cut costs, eliminate delays, and keep production running full throttle. Because in this business, every second – and every label – counts. Buckle up. This is the future of labeling at full speed.

[Shift gears to the Cloud](#) →

8 ways car brands can turbocharge supplier compliance with cloud labelling

In the automotive industry, where production schedules are tightly calibrated and supply chains span the globe, labelling errors can carry significant operational and financial consequences. A single mislabelled component, whether a seatbelt assembly or a steering column, can delay entire vehicle builds. In fact, one Loftware customer reported spending a staggering €2.1 million annually on relabelling supplier materials alone.

Cloud-based labelling offers a practical path forward. By centralising labelling control and extending it across supplier networks, car brands can improve accuracy, increase visibility, and reduce friction across the inbound supply chain. Here's how:

1 Eliminate relabelling costs
By extending centralised labelling solutions to suppliers, companies can ensure that all incoming materials arrive with accurate and compliant labels. This not only eliminates the manual relabelling process at the plant but also reduces material handling errors and frees up labour for higher-value tasks.

2 Accelerate inbound receiving
Standardised labelling facilitates faster and more accurate receiving processes. With consistent labels, warehouse teams can quickly verify and process incoming goods, reducing bottlenecks and keeping production schedules on track.

3 Enhance inventory accuracy
Cloud-based labelling ensures that inventory records are updated in real-time, providing a clear and accurate picture of stock levels. This visibility supports just-in-time (JIT) inventory strategies, minimising excess stock and reducing carrying costs.

4 Improve supplier visibility
By giving OEMs and tier-ones greater insight into supplier labelling performance, from error rates to turnaround times, cloud labelling platforms help identify recurring issues and facilitate proactive supplier development. This data enables companies to proactively address issues, foster accountability, and strengthen supplier relationships.

5 Reduce IT burden
Cloud solutions simplify the onboarding process for suppliers, requiring only basic credentials and internet access. This ease of access minimises the need for extensive IT support, allowing internal teams to focus on strategic initiatives.

6 Enhance compliance and security
Label content is increasingly subject to compliance requirements, from safety regulations to traceability standards. A centralised cloud platform ensures only authorised users can update templates or data, maintaining control and traceability — critical in the event of a recall or audit.

7 Gain strategic insights
Real-time data from cloud-based labelling solutions provides actionable insights into supply chain operations. Brands can leverage this information to make informed decisions, optimise processes, and respond swiftly to market changes.

8 Gain strategic insights
As car brands expand into new markets or onboard new suppliers, consistency becomes harder to maintain. Cloud solutions make it easy to replicate compliant labelling processes across global facilities and supplier networks. Whether launching production in Mexico or onboarding a parts supplier in Eastern Europe, brands can scale quickly without compromising accuracy or compliance.

FULL SPEED AHEAD

A leader in car manufacturing's labelling revolution

Over 100 facilities worldwide

Streamlined global labelling with Loftware's solutions

Integrated seamlessly with SAP for hassle-free label printing

Enterprise-grade performance met company's high-speed demands

Flexible business rules adapted quickly to changing needs

Global implementation completed in just 3 months

[Optimise your supply chain operations](#) →

Under the hood of labelling

Engineered for speed, designed for precision. Like a luxury car, Loftware's cloud labelling solutions power your supply chain with control, agility, and efficiency.

Label printing

THE HIGH-PERFORMANCE ENGINE

The powerhouse driving fast, reliable, scalable label output

Label compliance

THE BRAKING SYSTEM

Precision control to meet regulations and avoid costly errors

Label design

THE CUSTOM ALLOY WHEELS

Tailored design for every condition — where brand, layout, and compliance meet

Cloud connectivity

THE ONBOARD COMPUTER SYSTEM

Stay connected and updated from anywhere with real-time cloud control

Labelling integration

THE DUAL-CLUTCH TRANSMISSION

Real-time sync with ERP and WMS — seamless data flow for every label

Analytics & reporting

THE DIGITAL DASHBOARD / TELEMETRY

Performance insights at a glance — optimise, adjust and accelerate

Support & troubleshooting

THE PIT-STOP TOOLKIT

Expert support on standby — fix fast, keep moving

Deciphering the EU Digital Battery Passport regulation

In 2023, the European Parliament approved new rules for the design, production, and waste management of all types of batteries sold in the European Union. The new rules mandate the use of Digital Battery Passports (DPPs) for all industrial batteries above 2kWh. Starting last year, manufacturers in Europe were required to disclose the carbon footprints of their batteries.

All new industrial batteries will have to include physical labels that link those batteries to their DPPs. Populated with dynamic data, the passports must be stored in the Cloud for easy access by authorised users. To meet this requirement, companies will need cloud-based solutions that can generate the battery passports and print systems to mark or label every battery with its unique digital passport.

That means it's now up to the manufacturer to trace batteries from the source right through to reuse and recycling. Supply chain partners need to be able to tap into this traceability network, which is effectively a series of web pages, and act accordingly.

Standardising and centralising processes

To better inform consumers, batteries will carry labels and QR codes with information related to their capacity, performance, durability, and chemical composition, as well as the "separate collection" symbol, the European Parliament points out.

Software is the key technology for labelling and marking items with the right data and so, in this sense, is the link in the chain between the data and the product itself. With Software, companies can utilise a standardised and centralised software platform for all their labelling, marking, and coding requirements. Additionally, following Software's recent acquisition of BL.INK, companies will be able to further improve supply chain traceability via no-code DPPs.

[Create your roadmap for sustainable labelling in the Cloud](#) →

5 burning questions about automotive labelling – answered

In the high-stakes world of automotive manufacturing, every detail counts – right down to the label. In this Q&A, we explore how innovative cloud-based labelling solutions are helping car brands streamline operations, reduce costs, and stay ahead of change.

Q: Why should car brands care about labelling?

Labelling isn't just an operational necessity; it's a strategic asset. In today's global automotive supply chain, every part and component is tracked via its label. If labels are inaccurate or delayed, everything from inventory visibility to production timelines and customer delivery is at risk. Simply put, the label is the thread that ties your digital supply chain together.

Q: How does cloud labelling simplify complexity?

From OEMs to sub-tier suppliers, modern automotive supply chains are fragmented and fast-moving. Cloud labelling enables global consistency while adapting to local needs, such as language, branding, and regulatory compliance. A centralised solution drastically reduces the number of templates, eliminates redundancy, and ensures every label – wherever it's printed – tells the same accurate story.

Q: What about change management?

Change is constant, whether it's a new distributor, regulation, or branding update. A cloud-based labelling platform integrates with your ERP or MES, so label data updates in real-time. Change it once, apply it everywhere. The result? No more production delays or rework caused by inconsistent labelling.

Q: Can it really cut costs?

Absolutely. Labelling disruptions cost companies big. In fact, a survey we conducted with just over 200 manufacturing professionals found that nearly half (47%) lose money due to downtime from labelling issues. With native print drivers and automated data pulls, cloud labelling boosts speed and accuracy - slashing errors, avoiding relabelling, and getting product to market faster.

Q: How does it scale as I expand globally?

Opening a new plant in Mexico or entering the Chinese market? With cloud labelling, you can be production-ready in days rather than months. Built-in business rules let you update content, branding, and compliance on the fly - no coding or ERP changes required. It's the agility automotive leaders need to stay competitive.

The road ahead

Labelling has long been overlooked, but now it's a critical driver of efficiency, cost control, and speed. For car brands competing in a high-stakes global environment, getting labelling right is no longer optional – it's a performance advantage.

[Unlock the power of automotive innovation](#) →

Enterprise Labelling Maturity Model

Industry benchmark*

Retail **1,2**

Food & bev **1,7**

Medical device **2**

Automotive **2,3**

Electronics **2,4**

Manufacturing **2,4**

Consumer products **2,6**

Pharmaceutical **2,6**

Chemicals **3,5**

How does your labelling stack up?

Ever wondered how your labelling operations stack up to your peers and competitors? If so, be sure to take our free Labelling Maturity Assessment and find out what you can do to be more efficient and extract broader business benefits from your labelling processes.

What is the Enterprise Labelling Maturity Assessment?

The Enterprise Labelling Maturity Assessment is a tool to help organisations assess their current state of labelling and identify any potential roadblocks, operational gaps, or other areas of concern while providing a framework for improvement.

After completing the assessment, you will receive your personalised results which will give you:

- An overall score of your current state of labelling
- What's needed to move to the next stage
- A mechanism for collaborating with internal team on next steps
- Blueprint to help conversations regarding labelling capabilities and budgetary support

[Take the free assessment](#) →



Is your supply chain your blind spot?

Track and trace from 0 to 100 in seconds.

Find out more



Modernizing product identification
through the supply chain

Software is the global leader in cloud-based labeling and artwork management solutions, helping businesses improve accuracy, traceability, and compliance while enhancing speed and efficiency. With a presence across six countries and a network of over 500 industry experts and 1,000 partners, Software enables companies to meet evolving customer and regulatory requirements. Our solutions support global supply chains, printing over 51 billion labels annually and saving businesses over \$200 million in fines each year. Trusted by industries from pharmaceuticals to automotive, Software empowers organizations to drive digital transformation and ensure brand integrity. Learn more at [Software.com](https://www.software.com)

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