



## CASE STUDY

# Spotlight on Success

Sure Sound and Lighting Enhances Asset Management with Metalcraft Barcode Labels

In the fast-paced world of live events, precision is key - especially when it comes to managing the equipment that brings the show to life. For Sure Sound and Lighting, a Nebraska-based production company orchestrating concerts, fairs and festivals nationwide, keeping track of thousands of cords, cables and essential gear under demanding conditions had become a growing challenge. That's when they turned to Metalcraft for a game-changing solution. With Metalcraft's durable barcode labels, Sure Sound and Lighting revolutionized their inventory control process, ensuring every event ran seamlessly.

### BACKGROUND

Sure Sound and Lighting's vast inventory of equipment - spanning cables, cords, cameras and lighting - demanded a reliable and efficient tracking system. Recognizing the inefficiencies in their current approach, Jeremy Wann, Vice President of Operations/Production Coordinator, sought a better solution to streamline their asset management process.

### CHALLENGE

The primary challenge for Sure Sound and Lighting was ensuring accurate tracking and inventory management of their extensive equipment under demanding conditions. Previously, the company used barcode labels from another supplier, but these labels failed to adhere properly and lacked the durability to withstand exposure to harsh environments. Attempts to print labels in-house also fell short, prompting Wann to seek an alternative solution that could meet their specific requirements.

### SOLUTION

Wann discovered Metalcraft while searching online for a reliable provider of asset tracking labels and reached out to Metalcraft Territory Specialist Mike Winchell. Together, they identified and implemented two types of Metalcraft barcode labels tailored to Sure Sound and Lighting's needs:

1. **Barcode Cable Labels:** Designed specifically for tracking cables and cords, these labels provided the durability and adhesion needed for demanding use cases.
2. **Premium StyleMark Barcode Labels:** Ideal for other production equipment such as cameras and lighting, these labels offered a polished look while maintaining resilience.

With Metalcraft's assistance, Sure Sound and Lighting integrated these labels into their inventory control process, enabling seamless tracking of equipment during events.

### RESULT

The implementation of Metalcraft barcode labels has delivered exceptional results for Sure Sound and Lighting.

- **Improved Durability:** The labels withstand the rigors of indoor and outdoor use, including harsh weather conditions and physical wear. Some labels have been in use for 4 to 5 years and remain in excellent condition.
- **Enhanced Inventory Management:** The reliable barcode system supports an efficient check-in/check-out process, ensuring accurate tracking of equipment across multiple events.
- **Convenience and Efficiency:** With Metalcraft's comprehensive product offerings, Sure Sound and Lighting benefits from a one-stop solution for all their labeling needs.

Jeremy Wann expressed his satisfaction with the solution, saying "I'm extremely satisfied with the results. Everything works well, and the sales reps were very helpful in finding the right products for our different application." He also praised the durability and reliability of Metalcraft's labels. "These labels go both indoors and outdoors. They must withstand rain, sleet, dirt, mud and more - some have been in use for 4 to 5 years and are still in really good shape."

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**JEREMY WANN**

- Vice President of Operations and Production Coordinator of Sure Sound and Lighting