Explore the Benefits of Partnering with RACO

Each step of the way, from device configuration to network provisioning, equipment staging, kit delivery, solution implementation, and ongoing support, RACO considers your specific goals and objectives and engineers your solution to deliver the results you need.

Our three business units, each with decades of industry experience, specialize in solutions for different areas of your business:

RACO Barcode is a proven global provider of a wide range of data collection products, software, and services.

RACO Card provides ID cards, security access credentials, event management badges, and gift card solutions.

RACO GPS delivers solutions for all of your GPS tracking and fleet management needs, including data collection, transmission and reporting, and day-to-day implementation.

RACO never sells “off the shelf.” We leverage our expertise to evaluate your needs and design total solutions as unique as your business.

The RACO Way

What’s Next?
RACO is always imagining the future and always improving. There are no bystanders at RACO.

Every Interaction is an Opportunity
Whether we are selling, learning, or implementing a new solution, we always stay alert for new opportunities and new innovations.

We Got This
Our resilient and resourceful team takes ownership, finds solutions, and makes them happen.
Professional Services

From planning to implementation and training, RACO ensures you get the most value from your new solution.

Project Assessment

RACO has perfected an effective discovery process that brings project objectives into focus and determines the exact system requirements to meet them. We also identify challenges you may encounter with the project and find ways to overcome them.

Mobile Device Preparation

RACO offers provisioning services that includes custom device settings, data services and mobile device registration, as well as a quality assurance protocol. After provisioning, we can kit and stage devices, so they arrive when and where you need them, ready for service.

Project Management

A skilled Project Manager will deliver your project according to your predefined requirements. The Project Manager, who works closely with our Solutions Architect and internal team of engineers, is responsible for managing all tasks, communications, and documentation to ensure accuracy and consistency.

Wireless Network Implementation

Through each step of wireless network implementation — from RF site survey to installation and optimization — RACO works to make sure you have a reliable, secure network. RACO has installed wireless LANs — on time and on budget — for operations of all sizes across the U.S.

Custom Training

RACO provides on-site and remote training to help your team fully understand how to use and get the most value from your new devices and software. We also offer training on basic maintenance to help minimize downtime.
Product Services

Our product services are designed to help you get the most out of your technology investments.

Technical Support

Our full range of technical support service, provided by a team of factory-trained and certified technicians, keeps downtime low and productivity high.

RACO support is available Monday through Friday from 8 a.m. to 5 p.m. ET. Contact our toll-free Service Hotline at 1-800-218-5417 or email serviceadmins@racoindustries.com.

Repair and Maintenance

RACO provides depot and local on-site repairs on a time and materials basis — and quick turnaround thanks to our fully stocked parts inventory. RACO offers warranty services for select manufacturers’ equipment, giving you the advantage of warranty benefits as well as the quick turnaround and personalized service provided by RACO.

Service Contracts

Our service contracts provide all repairs, maintenance, parts, labor, priority turnaround time, and loaner devices during repairs for a fixed, upfront cost. For printer service contracts, both on-site and depot plans are available, and two, complimentary Preventive Maintenance Checks are included.

Custom Printing

RACO’s custom labeling service bureau makes it easy to create your own custom labels and cards without having to make an investment in hardware or software. Ideal for one-time projects, RACO can provide labels and cards in virtually any shape, size, material, and quantity as well as images and graphics along with text and barcodes.

Leasing Technology Equipment

RACO offers the option to lease, making technology budget-friendly through low up-front costs and predictable monthly payments. Our leasing plans also give you the agility to add or upgrade during the lease term, enabling you to keep up with technology advancements.

To learn if leasing technology equipment is right for you, call 1-800-446-1991.
GPS Fleet and Asset Tracking Software

Real-time data on the location of your mobile workforce, vehicles, and assets help you make informed decisions on where to best utilize them next.

GPS Fleet Tracking

Manage drivers and vehicles, as well as the inventory and equipment on board. Our basic GPS Fleet Tracking service plan, **Core Fleet**, includes:

- Alert notifications
- Breadcrumb trail tracking
- Routing and Google Maps™ integration
- Geofences, landmarks and groupings
- Mobile applications
- Vehicle maintenance recording
- More than 20 detailed reports and 2-minute status reporting

**CorePlus Fleet** includes the above features plus:

- Turn-by-turn directions
- In-vehicle and messaging

**Enhanced Fleet** includes the above features plus:

- Dispatch module
- Engine diagnostics
- 1-minute status reporting

Asset Tracking

Track and manage your valuable assets, organize their locations and schedule their use with RACO service plans:

**Core Plus Asset**

- Alert notifications
- Breadcrumb trail tracking
- Google Maps integration
- Mobile applications
- Detailed reports
- Geofences, landmarks, and groupings
- Status reporting on movement every 5 minutes

**Roll-Off Container Management**

- Location of roll-off boxes, dumpsters, or other assets pinpointed on a digital map
- Google Maps integration
- Mobile applications
- Detailed reports
Mobility Solutions

RACO brings true mobility to some of the most critical tasks in your operation, streamlining workflows, increasing accuracy, and saving time and money.

Lot Traceability

RACO’s Barcode Lot Traceability and Recall Containment Solutions make it easier to track products, reduce the number of recalled products and make faster notifications to customers when necessary. Our TWLot Software, which uses both barcode and RFID technology to track the items you produce, is available for both food production and manufacturing.

Smart Printing

Smart printers contain all the computing and printing power you need for print jobs — independent of a PC or host computer. Use RACO’s Smart Printing Solution with a barcode scanner, electronic scale, verifier, RFID reader, or label applicator to product the labels you need on-demand and error-free.

Inventory Management

The RACO Barcode Inventory Management Solution is a web-based inventory and asset tracking system that can be used from a mobile device. This solution integrates seamlessly with our GPS Tracking solution to make inventory and assets easier to locate and manage.
Warehouse Management

Using barcode or RFID technology, mobile computers, and TW Warehouse software, RACO’s Warehouse Management solutions help you track inventory, picking and receiving, returns and moves, packing, and more. It can also manage label printing and verify shipments.

Returnable Asset Management

RACO’s web-based GPS Container Tracking Solution lets you pinpoint the location of your assets on a digital map you can access from PC or mobile device.

We also offer GPS Cart Tracking solutions, for applications such as nursery and greenhouse, and GPS Rental Management solutions, for applications including equipment, tent, and party rental. Both solutions use GPS and RFID technology to locate specific items and track their time at a location.

Yard Management

RACO Barcode’s Yard Management System (YMS) automates and optimizes workflows by combing RFID and GPS technologies with advanced business rules and processes. Our cloud-based software enables real-time location data to help you effectively manage yard assets.
Mobile Computing
Keep your employees reliably connected wherever the job takes them.

Mobile Computers
Choose from our wide selection of handheld terminals with features including keypad or touchscreen input, multiple connectivity options, barcode scanner, and RFID. You will find a variety of options that are designed for your application’s operating system (OS).

Vehicle-Mount Terminals
We offer rugged, vehicle-mount terminals and computers to meet any application, with multiple mounting options, screen sizes, and a choice of OS.

Rugged and Ultra-Rugged
We partner with leading manufacturers to offer rugged, ultra-rugged, and cold storage terminals and handhelds. We carry devices rated Intrinsically Safe (I-Safe) and IP 65/67 for resistance to damage from dust and moisture.

Cold Storage Computers
RACO offers devices specifically designed for use in cold or freezer environments (some models can operate in temperatures below 22°F) and that are designed to eliminate issues with condensation between cold and warm environments.

Rugged Tablets
Equip your team with the tools to work anywhere with an easy-to-use touchscreen and quick access to data and business applications on the go. We offer tablets designed for industrial use, with features such as daylight readability, shatter-proof glass, and touchscreens that can be used while wearing gloves.
How to Select the Best Mobile Computer for Your Operation

Remember these four tips when you are evaluating mobile computers to find the option that will provide your business with the greatest value:

1. User-Friendly
Make sure the user interface allows them to use applications easily and efficiently. An optimal mobile computer display provides the best view, but also limits access to the browser and unauthorized applications.

Also look for a device that's easy to carry and use throughout a shift. If a device is too heavy or difficult to use, it may decrease productivity rather than give you the ROI you are looking for.

2. Maximum Uptime
A mobile computer doesn't have any value when it's packaged and waiting to be shipped for depot repair. Rugged mobile computers are designed to resist damage from water, dirt, tumbles and impacts and keep working, to help your operations minimize downtime.

3. Connectivity
Mobile computers with multiple connectivity options, including WLAN, Wi-Fi, 4G LTE, and Bluetooth, can help ensure that your employees can access the network when needed.

4. Future-Proof
Consider your business's future needs as well as current ones when making a mobile computer investment. For example, if you are considering transitioning from Windows OS to an Android system, look for devices that support both operating systems.

Selecting a mobile computer is an important decision that will impact productivity throughout your organization. Turn to the experts at RACO Industries to help you make the smartest choice.
RFID

Take operational efficiency and inventory accuracy and visibility to a new level.

Unlike barcode technology, RFID doesn’t require a line of sight to capture data. This means you can read RFID tags in batch as a shipment passes through dock doors or rapidly capture data as items pass by on a conveyor.

RACO’s RFID software TW RFID Server enhances communication between RFID tags, readers and printers. It can also be integrated with other software applications, such as TWLot and TW PLC Printer to facilitate traceability systems.

RFID Asset Tracking

Our RFID-Enabled Asset Tracking software solution gives you everything you need to track valuable assets. This customizable solution enables you to capture data during receiving, movement, physical counts, and when the asset is retired. Features include:

- Wireless capability
- Add notes
- Import items, users, and categories
- Restrict users to using only the data collection program
- Reports

RFID Cart Tracking

Minimizing the loss of carts from businesses such as nurseries and greenhouses makes a huge impact on profitability — not only from replacement costs, but also lost revenue if you don’t have carts available for a large order.

RACO GPS Cart Tracking uses RFID and GPS to locate carts, even in transit, and monitor the time they are at a location. Our customers typically see ROI in less than 12 months.
**Mobile Device Management**

Your business needs the benefits of mobility — not the downside. Manage your mobile deployment with an industry-leading management solution.

**SOTI MobiControl®**

SOTI MobiControl is an end-to-end enterprise mobility management (EMM) solution that empowers you to manage mobile devices, applications, and content, from a single location. MobiControl is device-agnostic, so it's perfect for BYOD environments where various types of devices are in use.

SOTI's superior security features enforce device authentication and data encryption and supports containerization to keep company data and applications separate from personal data on a device. MobiControl can also track and locate lost or stolen devices and deactivate or remotely wipe them.

MobiControl facilitates device enrollment with programs such as the Apple Device Enrollment Program (DEP) or Google Android for Work, as well as onboarding new users, provisioning, managing updates “over the air,” and properly retiring devices.

**Ivanti Avalanche**

Ivanti Avalanche is designed for managing mobile computers at work in the supply chain. Ivanti has a long history of helping supply chain enterprises around the world manage their mobile deployments.

With Avalanche, you can schedule device updates at a time that will have minimal impact on operations. It also allows you to segment workers by job function and push the updates they need only to their devices. Ivanti's security features include app-wrapping, which allows you to protect mission-critical applications and information.

Avalanche also seamlessly integrates with Ivanti mobile productivity apps, such as Terminal Emulation, Velocity and Speakeasy, and it's easily scalable to meet your needs as your business grows.
3 Tips for Buying a Barcode Scanner

Follow these three tips to make sure your investment in a barcode scanners will result in low total cost of ownership (TCO) and quick return on investment (ROI):

1. Are you ready for 2D technology?
   2D imagers can read both 2D and 1D barcodes from any orientation and from greater distances. They can also read damaged barcodes, barcodes under shrink wrap, and digital barcodes displayed on a mobile device. With greater functionality — and today's comparable prices — 2D imaging technology may be the wisest choice for a future-proof investment.

2. Select the right form factor.
   Barcode scanners are available in a wide range of form factors: from pistol grip or handheld to ring scanners and fixed mount devices. Also consider the environment in which the scanner will be used. Would it be of value to have a visual “good read” cue due to noise level? Matching the device's features to your specific needs will result in the greatest value.

3. Choose a rugged device for harsh environment.
   If devices will be used in areas where they could be exposed to splashing water, dust, or drops to hard surfaces, limit your choices to rugged devices. Less expensive devices that aren't designed for use in harsh industrial environments may cost you more in repairs and downtime in the long term.

Many different devices are now equipped with the ability to scan a barcode, but not all of them can handle efficient industrial scanning. The team at RACO Barcode is ready to provide you with the information you need to make the smartest investment in a barcode scanner for your operation.
Barcode Scanners

Increase efficiency of data collection, verification, WIP tracking, inventory control, and more.

Handheld

Choose from our selection of general purpose and rugged handheld scanners with models to suit any application. We partner with leading barcode scanner manufacturers to offer our clients handheld scanners that are most reliable and easy to use.

Fixed Mount

Fixed mount scanners provide hands-free functionality for applications such as reading direct part marks (DPM), scanning items moving on a conveyor, or verifying ID for access. RACO carries the fixed mount scanners with the features you need like flexible mounting options.

1D Linear Scanners

For cost-effective, 1D barcode scanning operations, turn to RACO Barcode for state-of-the-art barcode scanners. We carry a complete selection of scanners with a variety of form factors and features to suit every application and budget.

2D Scanners

Increase scanning ease and efficiency with multidirectional 2D imagers. These devices read both 1D and 2D barcodes in any orientation, at greater distance than linear imagers, and even read barcodes under plastic or that are damaged. 2D imagers can also be used to capture images or signatures.
Barcode Printers

The efficiency of your barcode printer can impact your entire operation.

Printers with the right feature set, rugged design, and ease of maintenance can increase productivity and show quick ROI. We offer barcode printers that are built to withstand harsh warehouse, manufacturing, and retail environments, and that are designed to make management, use and routine maintenance easy for your workforce.

Trust the experts at RACO Barcode to help you make the best investment in the optimal printer for your application, your environment, and your budget.

Color Label Printers

Print color labels on demand, saving time and eliminating the need for preprinted stock.

RACO Barcode partners with EPSON® to offer industry-best color printers for applications such as GHS label printing, compliance labeling, and on-demand color label printing.

With decades of experience providing color printing solutions to a wide range of industries, RACO can help you find the solution that provides the print quality and cost-effectiveness you require from your investment.
4 Features of the Best Barcode and Label Printers

High-Volume, High-Speed
If you run a high-volume operation, look for a printer that won’t slow you down. Make sure the printer is designed for heavy use and delivers the print speed you need.

Rugged
There are printers specifically designed for use in industrial environments where they may be exposed to water, humidity, dust, heat, or impacts. Choose a printer designed to perform even when exposed to harsh environments.

Easy to Use and Maintain
Demo the printer to see how easy it will be for your employees to use. Also consider the whether it will be easy to use in bright light or when your employees are wearing gloves. Consider whether changing label media or performing routine maintenance will be easy to accomplish on the floor of your facility.

Centralized Management
Investigate whether the printer can be used with a centralized label management solution. This is an especially important consideration if compliance labeling is required or if you manage labels at multiple sites. It is also a feature that can future-proof your investment if you anticipate changes around the corner.

RACO Industries can help you select the right printer — and provide the service and support that will keep it up and running. Contact us to learn more.
Print and Apply
Automate labeling in your manufacturing or warehouse with a print-and-apply solution.

RACO Barcode print-and-apply solutions streamline your operation, seamlessly integrating labeling with your production process. These systems automatically apply labels to products or cartons as they pass by on conveyors, reducing labor required for labeling — and reducing labeling errors.

You can choose from a variety of print engines including semi-automatic or standard tamp-down, blow-on, or wipe-on application. You can also choose the configuration, whether bottom, side, top, or corner wrap, to suit your requirements.

If your operation has outgrown manual labeling processes, talk to the team at RACO to learn the benefits a print-and-apply system can provide your business.
Label Design Software

Discover the advantages of integrating label printing with your supply chain management or ERP solution.

Label design software from RACO Industries lets you automate and streamline many facets of the labeling process. Label design software solutions allow you to:

- Quickly and easily design barcode labels, RFID tags, smart cards, and product labels
- Integrate with your database for error-free labels
- Limit access and securely track and store label designs
- Print from a browser-based interface
- Centrally manage printing from a single location, including print-and-apply systems
- Support compliance of GHS, UDI, and other regulatory or industry requirements

RACO Barcode partners with industry leaders to provide our clients with state-of-the-art label design software that will provide you with new levels of efficiency and productivity.
Labels and Supplies
Complete your total printing solution with quality labels and supplies.

Stock Labels
RACO carries an array of label media and printing supplies from top manufacturers to guarantee the best label quality and value. More than 700 types of stock labels, available in a variety of sizes, colors and materials, are in stock today at RACO, ready to ship.

» Inkjet Labels
The use of on-demand color printing is growing, but few companies can help you find the best media and supplies for quality labels. RACO Barcode specializes in label substrate knowledge and, with more than 20 years of experience in the industry, will work with you to find the best solution to your inkjet label challenge. We offer a selection of die-cut, stock inkjet labels to supply the most common applications.

RACO is an Epson approved ColorWorks® reseller for their inkjet label printer line, as well as inkjet cartridges.

» Direct Thermal
Direct thermal labels are a cost-effective solution when a black-and-white label is required for a short time. In direct thermal technology the printhead applies heat to chemically treated label material, creating images, so no inks required.

» Thermal Transfer
Thermal transfer technology produces high quality labels, which can be printed on a wide variety of materials in multiple colors. Choose thermal transfer when labels must be durable and last.

If you are unsure about which label media and supplies are right for your application, the experienced team at RACO Barcode will work with you to test materials to identify the optimal solution.
Custom Labels

RACO offers custom labels in a variety of sizes, materials, in a variety of configurations (rolls, sheets, pinfeed, or fanfold). We also use the optimal inks, varnishes, multi-laminates, and adhesives to meet the exact specifications of your labeling application.

- Our flexo presses can print with up to 12 colors in one pass, with web widths of up to 11.5” and up to 20” inches for a four-color process.
- With short runs, with no plate or tooling charge, we can use precise laser cutting to create any shape you design.
- When you need labels that stand up to harsh environments, our thermal transfer press offers up to four ribbon colors and prints on almost any material.

RACO also offers:

- Tamper-evident, patterned adhesives
- Two-sided printing
- Multiple SKUs
- Hot stamping and cold foil
- In-house prepress and platemaking
- RFID labels and tags
- Promotional labels and cards
- Variable printing for traceability

Ribbons

RACO offers a wide range of ribbons for your thermal barcode printer application to allow you to choose the optimal solution.

» Wax
For printing on paper to create labels that need to resist damage from moisture, oil, or mild chemicals.

» Wax-Resin
For labels with greater durability and higher quality images on smooth, coated, or synthetic labels.

» Full Resin
For use with synthetic materials for superior durability when exposed to chemicals or extreme temps.

Printhead Protection Program

RACO partners with Zebra® to offer its Printhead Protection Program. For customers who exclusively use Zebra Certified Printing Supplies, Zebra will replace worn-out printheads free of charge. Contact us for more details on this offer.
RACO Card partners with trusted manufacturers to offer the best card printers in the industry. Streamline processes and increase efficiency by keeping ID badge and credentials production in house — empowering you to have tighter access control. We provide solutions to solve virtually any application challenge such as:

- Printing photos or high-resolution image
- Printing on various thicknesses and shapes of cards
- Producing various types of cards including mag stripe, smart chip cards and contactless
- Producing cards at high volume
- Laminating cards for more durability and security
- Single- or double-sided printing

RACO Card’s knowledgeable and experienced team stands behind all sales with technical support.
Card Software and Accessories

Complete your total card printing solution with the right software and accessories.

Card Software

With ID card software, you can easily design, print and manage ID badges and credentials. RACO Card offers software that empowers you with control over the entire card production process, and we support the software we provide with industry expertise and technical support.

Asure ID®

Asure ID software from HID features a user-friendly interface that makes card design and management easy. Asure ID is available in a range of options for everything from simple, stand-alone applications to complex credentialing applications that require smart card functionality and laser engraving.

Accessories

RACO Card keeps a full line of badge accessories in stock and ready to ship. Contact RACO Card for assistance in selecting the right accessories for your ID or credentials program.
Card Printer Consumables
Choose from our selection of quality card printer supplies.

ID Cards
RACO Card uses professional-grade, durable plastic to create “wallet-sized” or keychain tag ID cards. You can print cards in full color, include your company logo, print single- or double-sided, and laminate cards for long-term, high-use durability. Cards are available with mag stripe, barcode or smart card chip technology.

Technology Cards
Technology cards are more than employee identification — it also enforces access control to restricted areas or to computer systems. Our custom-made cards can include features such as photos, signatures, and fingerprints, as well as proximity or contactless technology.

Color Ribbons
The color ribbons we offer blend colors to produce high-quality images. They’re the perfect choice for photographs and colorful logos and images.

Monochrome Ribbons
Chose our monochrome ribbons for a cost-effective solution for printing black or single-color cards.

Laminates
We carry laminates in clear, holographic or custom holographic to increase durability and security of your company’s ID cards.

Cleaning Kits
Maintain the life of your ID card printer with a cleaning kit from RACO Card. They are a simple, effective way to clean your printer and keep print quality at an optimum.
Price Marking

Trust RACO for everything you need for pricing and ticketing merchandise.

Price Marking Guns

RACO carries a full line of handheld labelers and label applicator guns for food labeling and retail applications. Our solutions are durable and user-friendly.

Attacher Guns

Our mechanical attacher guns are easy and intuitive to use and require little training. They’re ergonomic and durable, making them easy to use in a busy retail setting.

Price Marking Supplies

We offer a selection of stock labels in solid white or in solid colors including pastels and fluorescents. Our labels are available with a variety of adhesives, such as FDA-approved, all-temperature, and removable. Labels are also available with a security slit that helps prevent price switching or tampering. We provide preprinted labels for specific departments or for “sale” or “sell by” merchandise and offer preprinted custom labels branded for your business.
RACO Industries is a leading national integrator of printing, data collection and mobile solutions designed to enhance productivity and effectiveness of a workforce within or outside of the four walls of their organization. Our customer base of retail, education, healthcare, logistics, manufacturing and service organizations rely on us to improve efficiencies, help reduce costs and gain new business opportunities.