

How New VICS Guidelines Affect the Shoe Industry

...and How VIPColor Products Help Manufacturers Comply.

The Voluntary Interindustry Commerce Standards (VICs) Association recently implemented new color code guidelines for floor-ready merchandise in the United States. Color to size cross-referencing is designed to simplify the consumer shopping experience. For retailers and their vendors, implementing uniform size information also has the potential to reduce labor and handling costs, additional size labels and hangers, and bottlenecks in the supply chain.

What This Means to You

United States retailers are beginning to require manufacturers of footwear sold in the US to now include VICs standardized color codes on shoe box labels. Currently, variable sizing information is executed in black and white, printed simultaneously with other product data. However, color codes pose new questions on how to effectively include color, and how to cost effectively do it variably.

VIPColor Has The Solution!

VIPColor manufactures color label and tag printers that are purchased by leading manufacturers to solve challenges in meeting the color coding requirements of the VICs guidelines. VIPColor printers are being utilized by customers in over 20 countries around the world to efficiently and cost-effectively print professional color labels on demand. Print infinitely-variable color labels and tags when, where and in the exact quantities you need. The equipment are extremely easy to use and maintain, and minimizes costly waste.

VIPColor skillfully combines industry expertise with their own unique technology, providing you with a complete labeling solution. Don't wait until it's too late and face production delays, call one of our VICs experts today!

Benefits using VIPColor products:



Flexible production runs.

Print labels one at a time or generate entire rolls with variable text, barcodes and VICs color codes. Moreover, add color pictures, logos, and other variable design options at very little added cost.



Real-time printing wherever you need it.

Generate your own variable color labels/tags in real-time. Print in-house and save thousands by eliminating high converter fees and the costs associated with using them, including: shipping costs, import taxes, and added labor charges. Moreover, there's no more long waiting time to receive labels or unforeseen production delays caused by label shipment errors.



Crisp vibrant images.

Print great quality, eye-catching images at up to 600x1800 dpi and add extra value to all your labeling and ticketing activities.

Get up and running quickly and easily at a price you can afford!



There's no time to waste. If you are in the shoe industry, you need to call +1 (510) 744-3770 today!