



Shockwatch Labels

Program Implementation Guide



SHOCKWATCH®
DAMAGE PREVENTION. WE'RE ON IT.

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Introduction to Shockwatch Labels



Shockwatch Labels, together with this simple implementation program, will allow you to monitor rough handling and reduce product damage via transport.

The Shockwatch® Label

- Provides immediate proof of rough handling
- Is an impact sensor that adheres directly to your shipments
- Comes in a range of different sensitivities to cover a variety of applications
- Is a sensor that turns from white to red when an excessive impact occurs
- Is a visual deterrent to mishandling

The Shockwatch program encourages all handling personnel to be more careful, helps to reduce damage, pinpoints rough handling areas and is a Win-Win for the shipper, carrier and consignee.

What is Shockwatch and how does it work?

WHAT IS SHOCKWATCH

The SHOCKWATCH SENSOR is a “state-of-the-art” impact detection device. Shockwatch is NOT a damage detector! It is a simple non-mechanical device designed to activate (turn red) when a specified level of shock or impact occurs. The device has no moveable parts and is completely self-contained. Specifically, the sealed glass tube has a small amount of proprietary red liquid at one end (the end you can’t see) and a white coating at the other end (the part showing on the label).



HOW DOES SHOCKWATCH WORK

The red liquid is held in place by the surface tension of the liquid itself – much like a drop of water on a highly waxed surface. Based on several factors in the process of manufacture, the amount of “force” necessary to disturb the surface tension can be controlled and predicted. Once that happens, the red liquid dissipates into the white coating, thus turning the label “RED”. Normal handling and vibration will NOT activate Shockwatch.

IMPORTANT: The SHOCKWATCH SENSOR is designed to take on the weight and mass properties of the object to which it’s attached. It will react differently if simply held in your hand freely before attachment. Once attached it measures impact as registered on the object itself. When the sensor turns RED it is an indication of rough handling and potential damage to the contents.

The sensor now becomes:

- A “MEANS” OF DEFINING “FRAGILE” for handlers
- A “FRAGILE” warning that cannot be ignored
- A “PREVENTION TOOL” to eliminate abusive handling
- A “DOCUMENTATION TOOL” to assist in timely claims
- A “MARKETING TOOL” advertising “Quality” and a “We Care More” attitude

How do I know which Label to use?

HOW DO I KNOW WHICH LABEL TO USE

The standard Shockwatch labels are available in five sensitivity levels. A selection guide is provided to help you determine which label to use on your shipping containers.

- Determine the size (volume) of your shipping container in cubic feet (height x width x depth).
- Determine the total weight, including the item(s) shipped, all packing material and the shipping container itself.

Once these two factors have been determined, you can use the Shockwatch Selection guide shown to select the appropriate Shockwatch label. This selection guide and sensor activation table should always be used as a starting point (rule of thumb). Packaging design and construction may affect the correlation between drop height and Shockwatch activation.

The expected drop height for Shockwatch activation chart can also act as a guide to show where activation should occur if the item is dropped on a hard surface.

We recommend that you speak to a Shockwatch Representative before placing an order.

Shipment Size / Weight (kg)	.001 - .030 CUBIC METER	.031 - .135 CUBIC METER	.136 - .400 CUBIC METER	.401 - 1.350 CUBIC METER	1.351+ CUBIC METER
0-4.5	GREEN	GREEN	ORANGE	ORANGE	RED
4.6 -11.25	GREEN	ORANGE	ORANGE	RED	RED
11.7 – 22.5	ORANGE	ORANGE	RED	RED	PURPLE
23 - 45	ORANGE	RED	RED	PURPLE	PURPLE
45.5 – 112.5	RED	RED	PURPLE	PURPLE	YELLOW
113 – 450*	RED	RED	PURPLE	YELLOW	YELLOW
451 +*	—	PURPLE	YELLOW	YELLOW	YELLOW

EXPECTED DROP HEIGHT FOR SHOCKWATCH ACTIVATION

COLOUR LABEL	YELLOW L-65	PURPLE L-55	RED L-47	ORANGE L-35	GREEN L-30
UNDER 45 KILOGRAMS	—	.30 - .50 M	.30 - .60 M	.60 - .91 M	.91 M - OVER
OVER 45 KILOGRAMS	.15 - .30 M"	.20 - .41 M	.30 - .48 M	—	—

-  Yellow Label = 25G
-  Purple Label = 37G
-  Red Label = 50G
-  Orange Label = 75G
-  Green Label = 100G

What if my Label selection falls on the border?

WHAT IF MY SHIPMENT FALLS ON THE BORDER BETWEEN TWO DIFFERENT SENSITIVITIES ON THE SELECTION GUIDE

When variables cause a selection to be borderline typically you should pick a less sensitive sensor (one that requires a higher level drop) due to the psychological inhibition and control qualities Shockwatch has over a person.

Besides, a higher drop may mean “excessive or abusive” handling which will have a greater probability of damage if activated. If a container is never abused or mishandled, the probability of concealed damage is eliminated.

Remember, you are picking a starting point for a Shockwatch evaluation program.

The final selection must be based on actual performance. Often the “fragility” of the object protected by Shockwatch may not be completely defined.

The nature of the shock the object will undergo is more complex than generated in most laboratory tests.

Please contact your local Shockwatch Representative if you need further assistance in selecting the correct Shockwatch Label

Where should the Label be placed?

WHERE SHOULD THE LABEL BE PLACED ON THE SHIPPING CONTAINER

Shockwatch should always be placed on the side – not on the top – of the container. It should be placed at the sturdiest part of the container, i.e. next to the corner of the container, down slightly from the top, where it is most rigid. Do not place the label in the center of the container. It is also best to use two (2) labels if the shipping container is twice as long as it is wide – or if the shipment is palletized. In this case, the labels should be placed diagonally across from each other on opposite sides of the container.

See the “How to Mount A Shockwatch Label” information page (a copy of this document is enclosed with every box of Shockwatch Labels sold)



WHERE SHOULD THE “ALERT STICKER” PROVIDED WITH THE LABEL BE PLACED

With each box of Shockwatch Labels there are “Alert Stickers” enclosed. If possible, the self-adhesive Alert Sticker should be attached to the waybill or packing slip. Alternately, the sticker can be placed adjacent to the Shockwatch sensor label on the shipping container.



How do I mount a Shockwatch Label?

HOW TO MOUNT A SHOCKWATCH LABEL

How To Mount A
Shockwatch Label

SHOCKWATCH®

The mounting location of a ShockWatch Label is important to ensure that the indicator properly detects mishandling and impact.


RULES OF THUMB:

1. Always place labels on right edge of shipment.
2. Always place label on the longest side of the package.
3. The heavier the shipment, the lower you should mount the label.

RECOMMENDED PRODUCT PLACEMENT

L-30 GREEN - 100 G's at 50 M.S. and **L-35 ORANGE - 75 G's at 50 M.S.** (M.S. = milliseconds)

PLACEMENT OF LABELS:
Placement is in upper right corner of box.

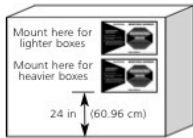


L-47 RED - 50 G's at 50 M.S. (M.S. = milliseconds)

PLACEMENT OF LABELS:

1. On lighter boxes, place the ShockWatch label from 24 in (60.96 cm) to the upper right corner of the box.
2. On heavier boxes or palletized shipments, place label on right edge, 24 in (60.96 cm) from the bottom of the package.

NOTE:
Lighter box 50-100 lbs (22.68 kg - 45.36 kg);
Heavier box 100-500 lbs (45.36 kg - 226.8 kg).



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How To Mount A
Shockwatch Label


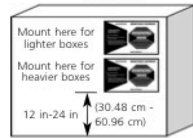
SHOCKWATCH®

RECOMMENDED PRODUCT PLACEMENT

L-55 PURPLE - 37 G's at 50 M.S. (M.S. = milliseconds)

PLACEMENT OF LABELS:


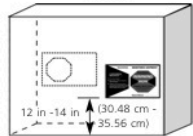
1. On lighter boxes, place the ShockWatch label from 24 in (60.96 cm) to the upper right corner of the box. **See Figure A.**
2. On heavier boxes or palletized shipments, place label on right edge, 12-24 in (30.48 cm - 60.98 cm) from the bottom of the package. **See Figure A.**
3. On heavier boxes (when length is twice the width) or palletized shipments, use 2 labels. Place labels on opposite sides of carton diagonally from each other. **See Figure B.**



L-65 YELLOW - 25 G's at 50 M.S. (M.S. = milliseconds)

PLACEMENT OF LABELS:

1. Place ShockWatch label 12 in-14 in (30.48 cm - 35.56 cm) from bottom of box. Place labels on opposite sides of carton diagonally from each other to cover monitoring of total shipment. **See Figure C.**
2. On heavier boxes (when length is twice the width) or palletized shipments, use 2 labels. Place labels on opposite sides of carton diagonally from each other. **See Figure D.**



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How do I implement the Shockwatch Program?

IMPLEMENTATION PLAN

Implementation of this damage prevention program provides psychological reinforcement of proper handling procedures and changes the behaviour of material handlers.

It provides a highly visible deterrent to mishandling throughout the supply chain.

This program is most successful with the collaboration of your people, carriers, and customers.

ACTION STEPS

- educate your people (shipping, warehousing, and packaging departments)
- educate your carriers
- educate your customers
- Introduce the program and monitor the results (may include a structured trial)

SHOCKWATCH LABEL PLACEMENT RULES OF THUMB

- Place the Shockwatch Label close to the right hand edge
- The heavier the shipment, the lower the Shockwatch label is placed
- Never place the Shockwatch label in the middle or on a flexible surface
- When the length is twice the width, use two labels on opposite sides, close to the right hand edge

PLACE THE LABEL AS PER THE “HOW TO MOUNT A SHOCKWATCH LABEL” Instructions in each box of Shockwatch Labels.



Shockwatch Label Companion Tools

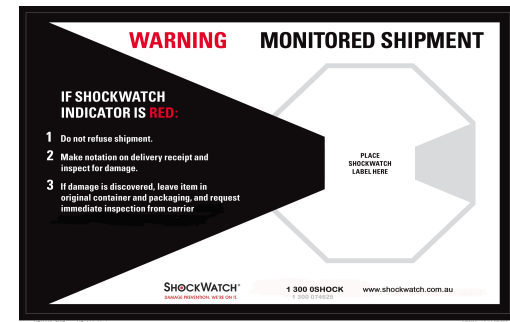
A key element in the success of ShockWatch Labels is the companion tools available.

Used in conjunction with the Shockwatch Labels, these tools include alert stickers, alert tape and supporting documentation.

This complete product offering constitutes a highly effective damage reduction and prevention program.

SHOCKWATCH COMPANION LABEL

The Companion Labels provide an additional visual warning and instructions on what to do if mishandling occurs. The Shockwatch Label is placed on the footprint provided on the Companion Label. The Shockwatch Label is purchased separately.



ALERT STICKER

In each box of Shockwatch Labels, Alert Stickers are included free of charge. The Alert Sticker should be placed on the delivery documents under "Special Instructions" or as close as possible to where the shipment is signed for when changing hands.

ALERT TAPE

Provide an added visual warning against mishandling using Alert Tape placed across the package



Inform Customer and Carriers

SAMPLE CUSTOMER/CARRIER LETTERS

Use the sample letters shown below to inform your customers and carrier/s that you are using Shockwatch Labels to reduce in transit damage. Amend these documents to include the procedures involved when receiving or moving shipments.

These sample letters are available for download from our website www.shockwatch.com.au (see the impact indicators webpage)

SAMPLE CUSTOMER LETTER

(Company Name)
(Company address)

Dear Customer:

In an effort to reduce in transit damage and safeguard our shipments, **(Company Name)** is adopting the use of the Shockwatch label products. Instructions on the units are self-explanatory; however, for your protection and ours, please institute the following procedures to afford us the maximum benefit from the Shockwatch program.

Procedures for Receiving Shipment:

- Please do not refuse to accept shipment.
- An activated (RED) indicator on the label does not mean that damage has occurred. It only indicates that the carton received an impact or was handled above a normally anticipated level. Only an inspection can determine if any damage has occurred.
- If the indicator on the label is RED, please make a notation to that effect on the bill of lading or delivery receipt or document.
- Examine contents immediately for possible damage.

If damage is discovered, inform carrier immediately (within **XX*** days) and follow normal procedure for a carrier inspection and filing of a concealed damage claim.

The Shockwatch program is our way of protecting your interest in receiving quality product and protecting our goods from the time they leave our facility until they reach the final destination. It is our way of telling you that we care about you, our customer.

Thank you.

SAMPLE CARRIER LETTER

(Company Name)
(Company Address)

Dear Carrier:

In an effort to reduce in transit damage and safeguard our shipments, **(Company Name)** is adopting the use of the Shockwatch label products. Instructions on the units are self-explanatory, however, for your protection and ours, please institute the following procedures to afford us the maximum benefit from the Shockwatch program.

Procedure:

- Please do not refuse to accept or handle any shipment
- An activated (RED) indicator on the label only means that the carton was subjected to rougher handling than we prefer.
- If the indicator on the label is RED, please make a notation to that effect on the bill of lading or the transfer document, noting date/time, label color and signature of individual observing the activated label.
- Continue the movement of the carton(s) on to the specified consignee.

The Shockwatch program encourages your personnel to be more careful, reducing damage, pinpointing trouble spots in intermodal situations, and protects you, the carrier, from false accusations by negligent shippers. Your cooperation will be appreciated.

Thank you.

Contact Us

If you wish to discuss your requirements further please do not hesitate to contact us.

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