

Customer Case Study



# Humpty Doo Barramundi

Humpty Doo Barramundi streamlines their logistics operations with Signet freight labels to identify fish size and destination.

Situated on the banks of the Adelaide River in the Northern Territory, Humpty Doo Barramundi is a premier saltwater barramundi farm dedicated to quality produce and a deep respect for its natural surroundings.

This 100% Aussie, family-owned and operated farm has experienced remarkable growth, expanding from a 300-kilogram harvest in 1993 to becoming one of Australia's largest saltwater barramundi producers, supplying wholesalers and retailers nationwide.

*"In the beginning, there were crocs, mozzies, mangroves and a dream... more than 25 years on, the crocs, mozzies and mangroves are still there, and so are we."* – Tarun Richards, Humpty Doo Barramundi National Brand Manager.

Since 2011, Humpty Doo Barramundi has relied on Signet's cold chain and logistics solutions to protect their produce in transit from pond to plate, and ensure they supply the freshest quality fish to their customers.

*"Fish must be kept chilled and our logistics companies need to be confident that the packaging won't leak."*

Humpty Doo Barramundi uses a **customised label solution** manufactured by Signet which helps their distribution team identify the size of the fish in each box as well as the destination. They also use Signet's **State Pallet Labels** which allow for quick location identification at a glance.

*"We have built our business on providing a consistently high-quality product with reliable delivery. 60 tonnes of Barramundi per week is a lot of highly perishable product. The labels Signet supply enable us to streamline our logistics and facilitate delivering the Barramundi to the right location and a growing customer base."*

Humpty Doo Barramundi relies on Signet as their trusted one-stop supplier for all their packing and shipping needs. This partnership enables them to focus on expanding the farm with confidence, knowing their staff are safe and their barramundi reaches customers in the freshest condition.

Signet is proud to support Humpty Doo Barramundi and over 60,000 other Aussie ventures.

To find out more about Humpty Doo Barramundi, visit [humptydoobarramundi.com.au](http://humptydoobarramundi.com.au)



# LABELS & TAGS

For everything labelling, barcoding, tagging & printing



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## Labels

- Plain or custom printed to your specifications
- Order as little as one roll at a time to avoid waste when your requirements change
- Labels come in a handy dispensing box and have a permanent adhesive backing
- To order, simply add the colour code to the end of the Item No., e.g. Plain 48mm x 23mm Labels in Fluoro Red = 14751FR



## Custom Printed Labels

- Available in white and fluoro red, green, yellow, pink and orange
- Fluoro labels are printed with black text
- White labels can be printed with red, blue, green or black text
- Feature your company logo or graphics for a small additional fee

PRICE PER ROLL						
					SAVE 17.5%	SAVE 27.5%
Item No.	Description	Size	Labels per Roll	1 Roll	2+ Rolls	5+ Rolls
15926	Printed Labels	48mm x 23mm	7900	\$165.52	\$136.56	\$120.01
15927	Printed Labels	48mm x 48mm	3900	\$167.35	\$138.07	\$121.33
15928	Printed Labels	48mm x 73mm	2650	\$143.80	\$118.64	\$104.26
15929	Printed Labels	100mm x 50mm	1900	\$141.86	\$117.04	\$102.85
15951	Printed Labels	48mm x 129mm	1500	\$154.47	\$127.44	\$112.00
15930	Printed Labels	100mm x 72mm	1300	\$142.15	\$117.28	\$103.06
15931	Printed Labels	100mm x 100mm	970	\$142.15	\$117.28	\$103.06
15932	Printed Labels	100mm x 148mm	660	\$141.49	\$116.73	\$102.59
15933	Printed Labels	100mm x 166mm	570	\$140.80	\$116.16	\$102.08
15934	Printed Labels	150mm x 210mm	465	\$180.74	\$149.12	\$131.04
19583	Label Artwork Charge			\$46.97	\$46.97	\$46.97

\*Please note that bulk prices apply only to multiple purchases of the same design and colour.

# Get the label that suits your task and budget!

## Thermal Transfer Plain Labels

- Available in white and fluoro red, green, yellow, pink and orange

PRICE PER ROLL						
					SAVE 15%	SAVE 20%
Item No.	Description	Size	Labels per Roll	1 Roll	2+ Rolls	5+ Rolls
14751	Plain Labels	48mm x 23mm	7900	\$98.31	\$83.57	\$78.65
14752	Plain Labels	50mm x 50mm	3900	\$98.59	\$83.81	\$78.88
14753	Plain Labels	48mm x 71mm	2650	\$98.30	\$83.56	\$78.64
14754	Plain Labels	100mm x 50mm	1900	\$92.71	\$78.81	\$74.17
14759	Plain Labels	48mm x 129mm	1500	\$98.22	\$83.49	\$78.58
14755	Plain Labels	100mm x 73mm	1300	\$91.78	\$78.02	\$73.43
14756	Plain Labels	100mm x 100mm	970	\$92.73	\$78.83	\$74.19
14757	Plain Labels	100mm x 149mm	660	\$92.06	\$78.26	\$73.65
14758	Plain Labels	100mm x 166mm	570	\$91.95	\$78.16	\$73.56
14760	Plain Labels	150mm x 210mm	465	\$115.48	\$98.16	\$92.39

### Colour Codes (for printed and plain labels)

Code	Colour	Code	Colour	Code	Colour
WH	White	FG	Fluoro Green	FP	Fluoro Pink
FR	Fluoro Red	FY	Fluoro Yellow	FO	Fluoro Orange

Signet's Own Labels are wound with label side in.

## Custom Despatch Labels

- Available in white and fluoro red, green, yellow, pink and orange
- Fluoro labels are printed with black text
- White labels can be printed with red, blue, green or black text
- Feature your company logo for a small additional artwork fee

PRICE PER ROLL						
					SAVE 12.5%	SAVE 22.5%
Item No.	Description	Size	Labels per Roll	1 Roll	2+ Rolls	5+ Rolls
17095	Despatch Labels	100mm x 166mm	570	\$126.10	\$110.34	\$97.73
34794	Despatch Labels White – pre printed	100mm x 166mm	570	\$105.57	\$92.38	\$81.82
19583	Label Artwork Charge			\$46.97	\$46.97	\$46.97

### Colour Codes To order, add the colour code to the end of the Item No., e.g. 17095FR

Code	Colour	Code	Colour	Code	Colour
WH	White	FG	Fluoro Green	FP	Fluoro Pink
FR	Fluoro Red	FY	Fluoro Yellow	FO	Fluoro Orange



For a custom quote call **13 7446** or visit [signet.net.au/custom-product-quote](https://signet.net.au/custom-product-quote)

## State Pallet Labels

- Each state is individually coloured for easy identification at a glance
- Permanent adhesive sticks to paper and board surfaces
- Supplied in a handy dispenser box

PRICE PER ROLL						
					SAVE 15%	SAVE 20%
Item No.	Description	Size	Labels per Roll	1 Roll	2+ Rolls	5+ Rolls
34786	State Labels – ACT	150mm x 210mm	465	\$105.50	\$89.68	\$84.40
34787	State Labels – NSW	150mm x 210mm	465	\$105.50	\$89.68	\$84.40
34788	State Labels – NT	150mm x 210mm	465	\$105.50	\$89.68	\$84.40
34789	State Labels – QLD	150mm x 210mm	465	\$105.50	\$89.68	\$84.40
34790	State Labels – SA	150mm x 210mm	465	\$105.50	\$89.68	\$84.40
34791	State Labels – TAS	150mm x 210mm	465	\$105.50	\$89.68	\$84.40
34792	State Labels – VIC	150mm x 210mm	465	\$105.50	\$89.68	\$84.40
34793	State Labels – WA	150mm x 210mm	465	\$105.50	\$89.68	\$84.40



Thermal Direct Labels

- Ultra-white, sensitive labels for short-term use in cool, sheltered spaces
- Produce crisp, clear prints without inks or ribbons
- Durable and reliable for barcodes, shipping and product labels
- 76mm diameter core with a 180mm outside diameter



Perforated between each label  
(excludes Item No. 34785)

PRICE PER ROLL							SAVE 15%
Item No.	Description	Size	Labels per Roll	Ctn Qty	1+ Cartons	5+ Cartons	
34785	Thermal Labels	40mm × 28mm	5000	6	\$30.70	\$26.10	
20251	Thermal Labels	100mm × 50mm	3000	4	\$63.63	\$54.09	
20252	Thermal Labels	100mm × 72mm	2000	4	\$75.19	\$64.30	
20253	Thermal Labels	100mm × 100mm	1500	4	\$62.03	\$52.73	
20254	Thermal Labels	100mm × 149mm	1000	4	\$57.67	\$49.02	
45045	Thermal Labels	100mm × 199mm	750	4	\$66.08	\$56.17	

Thermal Ribbons

- Available in two different types to suit most thermal printers
- Item No. 20270 ribbon is wound with carbon side in, and Item No. 20276 ribbon is wound with carbon side out
- Black in colour



PRICE PER ROLL					SAVE 7.5%
Item No.	Description	Size	1+ Rolls	12+ Rolls	
20270	Thermal Ribbon – Ink In	102mm × 360m	\$30.61	\$28.32	
20276	Thermal Ribbon – Ink Out	110mm × 300m	\$25.55	\$23.64	

Thermal Transfer Labels

- Designed with an ultra smooth coating that allows a permanent scratch resistant bond with the thermal ribbon
- 76mm diameter core with a 180mm outside diameter
- Perforated between each label

PRICE PER ROLL							SAVE 15%
Item No.	Description	Size	Labels per Roll	Ctn Qty	1+ Cartons	5+ Cartons	
20260	Thermal Labels	100mm × 50mm	3000	4	\$57.80	\$49.13	
20261	Thermal Labels	100mm × 72mm	2000	4	\$61.59	\$52.36	
20262	Thermal Labels	100mm × 100mm	1500	4	\$56.58	\$48.10	
20263	Thermal Labels	100mm × 148mm	1000	4	\$54.67	\$46.47	



Freight Labels

- 350 thermal direct labels per roll
- N/W = roll is wound with labels out  
R/W = roll is wound with labels in
- Core size: 40mm

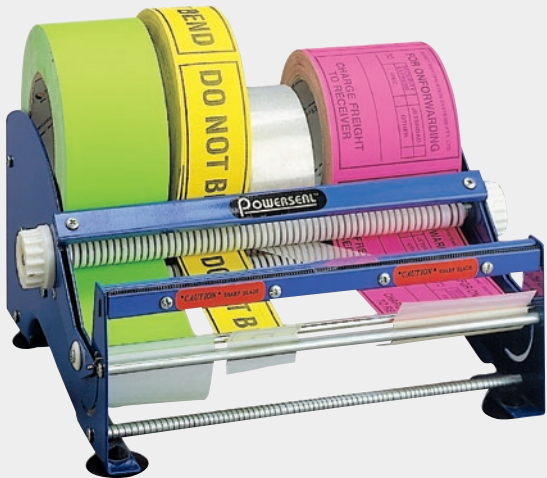
PRICE PER ROLL						SAVE 15%
Item No.	Description	Size (L × W)	Carton Qty	1+ Cartons	5+ Cartons	
16690	Freight Label R/W	148mm × 98mm	6	\$19.82	\$16.85	
16695	Freight Label N/W	148mm × 98mm	6	\$19.82	\$16.85	



Multi Purpose Label Dispenser

Item No. 10500

- Sturdy metal dispenser holds a selection of tapes and labels simultaneously
- Ideal to neaten up a workbench, and store commonly used rolls in one location
- 300mm wide and will accommodate a core size up to 76mm



PRICE EACH	SAVE 15%
1 + Dispensers <b>\$178<sup>09</sup></b>	3 + Dispensers <b>\$151<sup>38</sup></b>

We stock a huge range of cartons!

Shapes and sizes to fit any item, small and delicate or big and bulky



Visit [signet.net.au/cartons](https://signet.net.au/cartons) or see pages 19–35





## Loading Instruction Labels

- High impact fluoro labels convey loading instructions at a glance
- Conveniently packed in a portable dispenser box



PRICE PER ROLL						SAVE 12.5%
Item No.	Description	Size	Labels per Roll	1+ Rolls	8+ Rolls	
17065	This Way Up	75mm × 100mm	1000	\$81.62	\$71.42	
17066	Handle with Care	75mm × 100mm	1000	\$82.79	\$72.45	
17067	Urgent	75mm × 100mm	1000	\$89.09	\$77.96	
17068	Top Load Only	75mm × 100mm	1000	\$81.49	\$71.31	
17069	Glass with Care	75mm × 100mm	1000	\$81.88	\$71.65	
17070	Invoice Enclosed	75mm × 100mm	1000	\$82.45	\$72.15	
17071	Heavy	75mm × 100mm	1000	\$81.55	\$71.36	
17072	Fragile	75mm × 100mm	1000	\$81.55	\$71.36	
34795	Mixed Goods	75mm × 100mm	1000	\$88.44	\$77.39	

## Quality Assurance Labels

- Fluoro labels are easy to apply, clearly show status, and stay secure with a permanent adhesive
- Packed in a sturdy dispenser box that's easy to carry when examining and classifying stock
- Custom QA labels available online

PRICE PER ROLL						SAVE 12.5%
Item No.	Description	Size	Labels per Roll	1+ Rolls	4+ Rolls	
16982	Hold – Fluoro Yellow	75mm × 38mm	2660	\$102.95	\$90.08	
16984	Accepted – Fluoro Green	75mm × 50mm	2000	\$101.20	\$88.55	
16986	Rejected – Fluoro Red	75mm × 75mm	1330	\$101.17	\$88.53	
16988	Quarantine – Fluoro Orange	75mm × 75mm	1330	\$101.17	\$88.53	

## Dangerous Goods Labels

- Ensure compliance with safety standards by applying Dangerous Goods Labels to your outer packaging when shipping hazardous materials
- Bright colours with clear text – easily identifiable for freight carriers and customers



PRICE PER ROLL						SAVE 12.5%
Item No.	Description	Size	Labels per Roll	1+ Rolls	6+ Rolls	
17009	Flammable Gas 2	100mm × 100mm	1000	\$84.38	\$73.84	
17015	Flammable Liquid 3	100mm × 100mm	1000	\$84.40	\$73.85	
17027	Toxic 6	100mm × 100mm	1000	\$85.61	\$74.91	
17041	Corrosive 8	100mm × 100mm	1000	\$84.26	\$73.73	
17043	Misc. Dang. Goods 9	100mm × 100mm	1000	\$84.30	\$73.77	
17045	Dang. Goods (Mix/Road)	100mm × 100mm	1000	\$84.96	\$74.34	
17016	Flammable Liquid 3	50mm × 50mm	2000	\$88.79	\$77.70	
17115	Flammable Liquid 3	25mm × 25mm	1000	\$95.56	\$83.62	



## Laser Printer Labels

- High quality, self-adhesive labels with permanent adhesive backing
- Suitable space for clear, readable addresses
- Compliant with Australia Post standards
- Compatible with all popular brands of desktop laser printers, photocopiers and inkjet printers
- 100 × A4 Sheets/Box



PRICE PER BOX						SAVE 12.5%
Item No.	Description	Size (L × W)	Labels per Sheet	1+ Boxes	3+ Boxes	
25001	Laser Labels	289.1mm × 199.6mm	1	\$35.09	\$30.71	
25002	Laser Labels	143.5mm × 199.6mm	2	\$32.31 per box		
25004	Laser Labels	139mm × 99.1mm	4	\$35.09	\$30.71	
25008	Laser Labels	67.7mm × 99.1mm	8	\$35.09	\$30.71	
25014	Laser Labels	38.1mm × 99.1mm	14	\$35.09	\$30.71	
25016	Laser Labels	34mm × 99.1mm	16	\$35.09	\$30.71	
25024	Laser Labels	33.8mm × 64mm	24	\$35.09	\$30.71	
25030	Laser Labels	26.7mm × 64mm	30	\$35.09	\$30.71	
25033	Laser Labels	24.3mm × 64mm	33	\$35.09	\$30.71	

## Printed Tape Labels

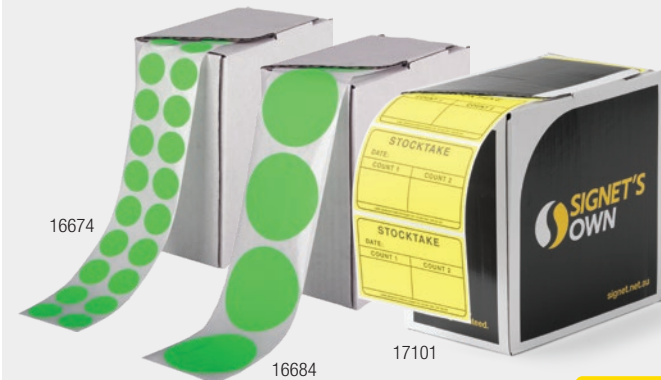
- Durable, laminated labels on a roll ensure packages are handled correctly
- Permanent adhesive sticks to all paper and board surfaces



PRICE PER ROLL							SAVE 12.5%
Item No.	Description	Size	Labels per Roll	Box Qty	1+ Boxes	5+ Boxes	
17081	Fragile – Orange	72mm × 100mm	500	2	\$26.38 per roll		
17082	Top Load Only – Orange	72mm × 100mm	500	2	\$30.14	\$26.37	
17083	This Way Up – Orange	72mm × 100mm	500	2	\$30.14	\$26.37	
37667	2 Person Lift – White	75mm × 75mm	660	2	\$19.22	\$16.82	
37668	2 Person Lift – Yellow	75mm × 75mm	660	2	\$17.49	\$15.30	
37669	2 Person Lift – Green	75mm × 75mm	660	2	\$19.94	\$17.45	
37670	Bend Knees – Blue	75mm × 75mm	660	2	\$19.94	\$17.45	

## Stock Dots & Stocktake Labels

- Labels have a permanent adhesive
- Supplied on a continuous paper roll in a handy dispensing box
- Bright, fluoro stock dots assist with accurate stocktake counts



PRICE PER ROLL						SAVE 12.5%
Item No.	Description	Size	Labels per Roll	1+ Rolls	4+ Rolls	
16672	Stock Dots – Fluoro Orange	25mm	3000	\$43.39	\$37.97	
16673	Stock Dots – Fluoro Pink	25mm	3000	\$43.39	\$37.97	
16674	Stock Dots – Fluoro Green	25mm	3000	\$43.39	\$37.97	
16675	Stock Dots – Fluoro Red	25mm	3000	\$43.39	\$37.97	
16682	Stock Dots – Fluoro Orange	65mm	1330	\$81.45	\$71.27	
16683	Stock Dots – Fluoro Pink	65mm	1330	\$71.03 per roll		
16684	Stock Dots – Fluoro Green	65mm	1330	\$81.45	\$71.27	
16685	Stock Dots – Fluoro Red	65mm	1330	\$81.45	\$71.27	
17101	Stocktake Labels – Fluoro Yellow	100mm × 65mm	1400	\$97.01	\$84.89	

## Large Custom Tags

- Print your tag with up to two colours
- Feature your logo or graphics for a small additional fee
- Once off printing charge applies
- A minimum of five rolls with the same print is required per order



### PRICE PER ROLL

SAVE 30%

Item No.	Description	Size	Tags per Roll	Carton Qty	1 Carton	2+ Cartons
10625	Sigtags 1 Colour Printed	150mm × 75mm	1000	4	\$241.82	\$169.28
10626	Sigtags 2 Colour Printed	150mm × 75mm	1000	4	\$280.66	\$196.47
5071	Printing Plate Charge				\$189.53	\$189.53

## Custom Tags

- Made of card stock or non-tear synthetic
- Printed in 1 colour (black, red, blue or green)
- Minimum order of 2000 tags (3000 tags for Item No. 16382)
- Feature your logo or graphics for a small additional fee



### PRICE PER 100 TAGS

SAVE 20%

SAVE 30%

Item No.	Description	Size	<10,000 Tags	10,000–30,000 Tags	>30,000 Tags
16371	Custom Printed Tags – Cardstock	75mm × 50mm	\$8.59	\$6.88	\$6.02
16362	Custom Printed Tags	90mm × 50mm	\$13.12	\$10.50	\$9.19
16382	Custom Printed Tags	35mm × 75mm	\$6.07	\$4.86	\$4.25
19583	Artwork Charge		\$46.97	\$46.97	\$46.97

## Shipping Tags

- Made from manila stock
- Suitable for pricing, tagging, and labelling merchandise
- Features a reinforced eyelet for added strength



### PRICE PER BOX

SAVE 15%

Item No.	Description	Size	Tags per Box	1+ Boxes	3+ Boxes
10620	Shipping Tags No. 3	48mm × 96mm	1000	\$44.20 per roll	
10622	Shipping Tags No. 7	73mm × 146mm	1000	\$77.13	\$65.57

## Plain Tags

Item No. 10624

- Durable, weatherproof, non-tear vinyl tags
- Ideal for outdoor use
- Ideal for landscape, sawmill, engineering, and construction suppliers
- 1000 tags perforated on a roll
- Size: 150mm × 75mm



### PRICE PER ROLL

SAVE 15%

1 + Rolls	4 + Rolls
\$123 <sup>22</sup>	\$104 <sup>74</sup>

For a custom quote call **13 7446** or visit [signet.net.au/custom-product-quote](https://signet.net.au/custom-product-quote)

## Easy Tie Tags

Item No. 17064

- Self-tying tags for handwriting or thermal transfer printing
- Made from cross-laminated polyethylene, they are waterproof, chemical, and tear-resistant
- 400 tags per perforated roll, 2 rolls per box
- Message area: 50mm × 100mm



### PRICE PER ROLL

SAVE 15%

1 Box	2 + Boxes
\$49 <sup>03</sup>	\$41 <sup>68</sup>

## Metal Tags

Item No. 10628

- Lightweight, flexible, reliable, weatherproof tags that won't rust
- Includes wire ties for secure attachment, easily removable when needed
- Can be embossed using a ballpoint pen
- 1000 tags per pack
- Size: 75mm × 25mm



### PRICE PER PACK

SAVE 15%

1 + Packs	3 + Packs
\$94 <sup>49</sup>	\$80 <sup>32</sup>

## Tagging Gun & Tails

- Standard tagging tails and needles for attaching tickets and tags to fabric textiles without causing damage
- Strong nylon tagger tails and needles fit all standard guns
- 1 standard needle included with purchase of Tagging Gun

### PRICE EACH

SAVE 20%

Item No.	Description	Size	Qty per Box	1+ Boxes	3+ Boxes
10391	Tagging Gun – Standard	–	1	\$179.95	\$143.96
10393	Tagging Gun Needles – Standard	–	5	\$23.09	\$18.47
10394	Tagger Tails	15mm	5000	\$35.26	\$28.21
10395	Tagger Tails	25mm	5000	\$35.70	\$28.56
10396	Tagger Tails	65mm	5000	\$48.19	\$38.55





METO

Date/Batch Coders

- Use Meto coders for small production lines, difficult applications, or as a backup coding system
- Robust 1 or 2 line label printer/applicators with smooth trigger and swipe action

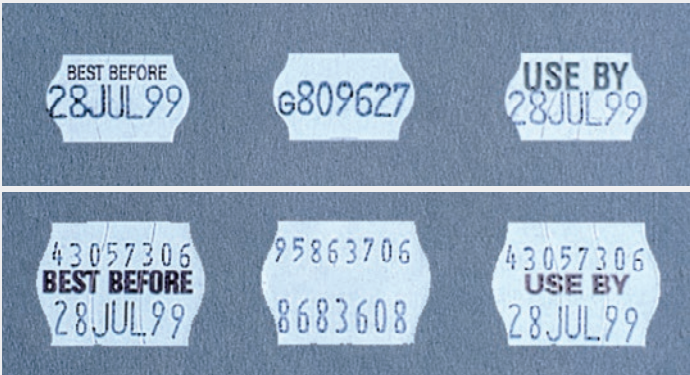


PRICE EACH		SAVE 7.5%		
Item No.	Description	Pack Size	1+ Packs	3+ Packs
18900	Date Coder 7-18 PL (1 Line)	1	\$150.98	\$139.66
18905	Date Coder 15-22 PL (2 Line)	1	\$249.07	\$230.39
18901	Batch Coder 7-18 PL (1 Line)	1	\$150.98	\$139.66
18906	Batch Coder 15-22 PL (2 Line)	1	\$249.07	\$230.39
18950	Meto Ink Roller	5	\$8.77	—

METO

Date/Batch Coder Labels

- Labels have permanent adhesive
- Tamper proof cuts on printed labels cause splitting if label is removed (Item No. 38026 and Item No. 38030 are not tamper proof)
- Use Item No. 18950 with Meto date and batch coders



PRICE PER ROLL						SAVE 20%
Item No.	Description	Size	Labels per Roll	Pack Qty	1+ Packs	15+ Packs
38024	Use-By Labels	18mm × 11mm	1500	20	\$2.64	\$2.12
38025	Best Before Labels	18mm × 11mm	1500	20	\$2.64	\$2.12
38026	Plain White Labels (NTP)	18mm × 11mm	1500	20	\$2.64	\$2.12
38027	Use-By Labels	22mm × 16mm	1000	20	\$3.21	\$2.57
38029	Best Before Labels	22mm × 16mm	1000	20	\$3.21	\$2.57
38030	Plain White Labels (NTP)	22mm × 16mm	1000	20	\$3.21	\$2.57
18950	Meto Ink Roller			5	\$8.77	—

DYMO

Dymo LabelPoint 280P Printer

- Customise labels with any fonts and graphics on your computer through PC/Mac connection using DYMO labelling software
- Powered by rechargeable battery pack
- QWERTY keyboard with one-touch, fast format keys
- Compatible with Dymo D1 labels (9mm and 12mm)

Dymo Tapes

- Split back for easy peel labelling
- Sticks to most flat, clean surfaces (plastic, metal, wood, glass)
- Resistant to water, oil and extreme temperatures
- Use with Dymo Label Printer (Item No. 14650)

PRICE EACH				SAVE 7.5%
Item No.	Description	Size	Qty 1+	Qty 5+
14650	LabelPoint 280P Printer	—	\$152.46	—
14655	Tape – Black on White	9mm × 7m	\$37.43	\$34.63
14656	Tape – Black on Yellow	12mm × 7m	\$37.43	\$34.63
14657	Tape – Black on White	12mm × 7m	\$37.43	\$34.63



14650



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