

How Valley Wellness reduced intake bottlenecks and manual stickering with **Retail ID**

Overview

Before adopting Retail ID, Valley Wellness relied on manually relabeling incoming inventory to make products compatible with its point-of-sale system. Large deliveries often required employees to print, apply, and verify thousands of stickers before products could be stocked or sold.

As shipment volumes grew, the process created a bottleneck that slowed intake, delayed products from reaching the sales floor, and pulled staff away from serving customers.

By implementing Retail ID and encouraging vendor adoption, Valley Wellness streamlined receiving, significantly reduced manual relabeling, and improved inventory accuracy and operational efficiency.

Before Retail ID



~5,000 products
manually relabeled
during intake



~6 employees
involved in
relabeling



~2 hours spent
printing, applying, &
verifying stickers



~12 labor hours
per major intake
cycle



~8.3 seconds
spent relabeling
each item

Intake bottlenecks caused by manual relabeling

Before adopting Retail ID, large deliveries often required more than 12 hours of manual relabeling and verification before products could be stocked and sold. As shipment volume increased, intake became a significant operational bottleneck that pulled staff away from other retail activities.

“Stickering product was taking hours and hours. We were dedicating significant staff time to relabeling products instead of focusing on serving customers and running the business.” — Tim Weigand

Other operational challenges included:

- Large labor demands during intake and receiving
- Products sitting in backstock awaiting relabeling
- Additional operational strain during peak retail hours
- Manual COA retrieval processes for staff to support consumers

As competition increased in New Jersey, operational efficiency became increasingly important for retailers managing high product volumes and fast-moving inventory workflows.

The solution

Standardizing intake workflow with Retail ID

Valley Wellness first learned about Retail ID through a Metrc User Exchange event in 2024.

The concept was simple:

A single QR code that could support intake, POS workflows, and consumer access to product information using the same package-level identifier.

Once Sweed became compatible with Retail ID, Valley Wellness began using Retail ID QR codes for intake and checkout.

This allowed the team to standardize incoming inventory workflows while significantly reducing dependency on manual relabeling and duplicate barcode systems.

Valley Wellness also worked directly with vendors, along with Metrc experts, to support adoption across brands in New Jersey. Their strategy included:

- Establishing a vendor adoption deadline for Retail ID
- Partnering with Metrc on vendor education, webinars, and outreach
- Sharing implementation resources directly with suppliers

The results

Reducing intake bottlenecks

As vendors adopted Retail ID, Valley Wellness significantly reduced manual intake preparation workflows for incoming inventory.

Before adoption, products sometimes remained in backstock until slower business periods because intake teams could not complete relabeling workflows during active retail hours.

By using the same Retail ID QR code for receiving and checkout, Valley Wellness no longer needed to apply separate internal barcodes to most incoming inventory. Valley Wellness also improved inventory flow from intake to shelf while reducing operational bottlenecks tied to inventory preparation.

“Stickering has truly gone down by over 80%.”

— Tim Weigand

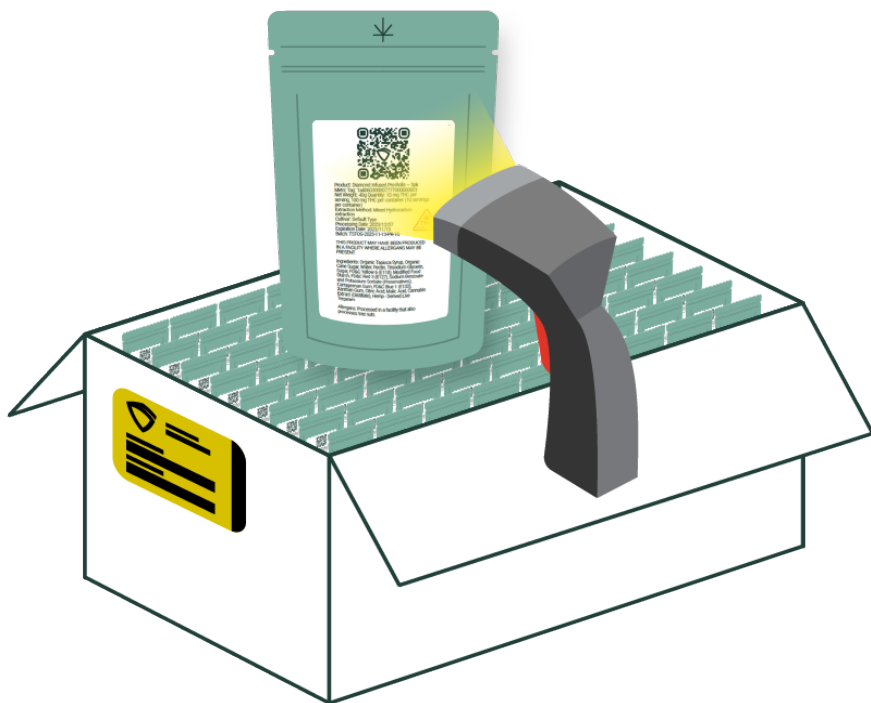
Results included:

- 80%+ reduction in manual relabeling
- Reduced intake preparation time for incoming inventory
- Faster movement of products from receiving to shelf
- Reduced labor spent printing, applying, and verifying stickers
- Less reliance on duplicate barcode systems
- Easier access to COAs and product information for staff and consumers

More reliable package scanning

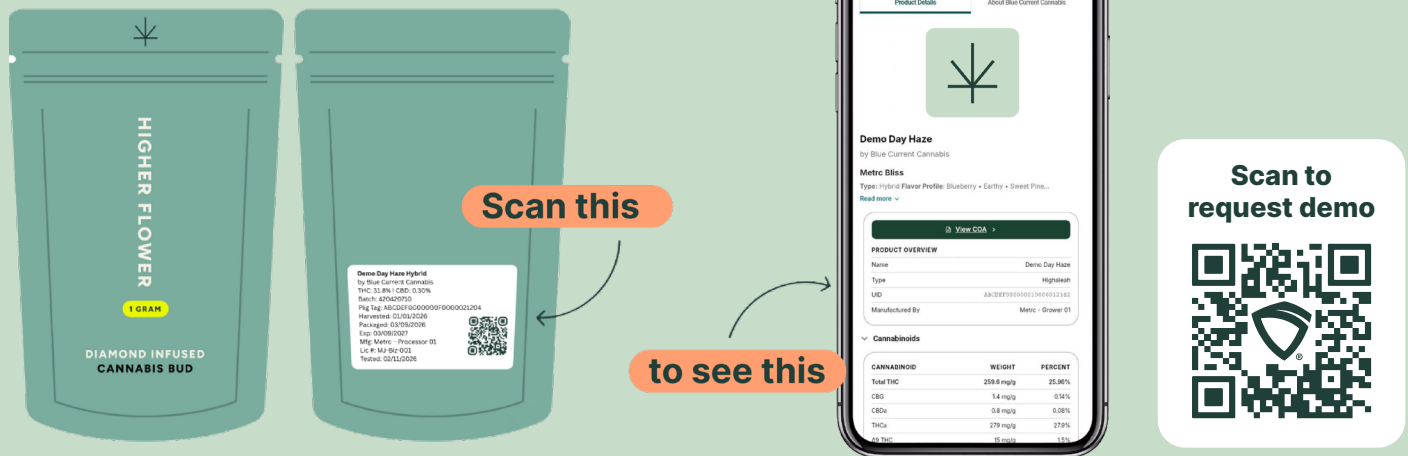
Valley Wellness reported more reliable scanning performance using Retail ID QR workflows, particularly on difficult packaging formats such as pre-roll tubes where traditional barcodes were less consistent.

The standardized workflow also reduced intake discrepancies caused by incorrect barcode assignment during manual relabeling processes. According to General Manager Liam Gilligan, “Retail ID removes the need to troubleshoot incorrect barcode assignments, giving us better inventory control and a smoother intake process.”



“Retail ID makes inventory management easier and frees our team to spend more time helping customers instead of relabeling products.”

— Tim Weigand, COO, Valley Wellness



Improving access to product information

Retail ID also simplified access to product verification information for both staff and consumers.

Instead of requiring dispensary employees to manually retrieve COAs or maintain separate documentation workflows, customers could scan the QR code directly on the package [label] to access product information instantly.

Retail ID became especially valuable when operators needed quick access to product verification information. Instead of manually retrieving COAs, staff and consumers could access information directly from the product package.

“Retail ID is putting the COA in the customer’s hand.” — Tim Weigand

Market momentum in New Jersey

As more vendors adopted Retail ID, Valley Wellness was able to reduce reliance on manual intake preparation and further standardize receiving workflows across incoming inventory. However, Valley Wellness observed that independent operators generally adopted Retail ID workflows more quickly than larger MSOs, which often faced greater operational complexity and system dependencies during rollout.

The team also found that retailer-driven operational expectations helped accelerate broader workflow standardization across the supply chain.

Retailers are reshaping supply chain expectations

Retail ID helped Valley Wellness reduce manual relabeling, improve inventory accuracy, accelerate intake, and move products to shelves faster, while expanding product authentication and education with consumers.

As more retailers operationalize standardized Retail ID QR code enabled workflows, supply chain expectations across New Jersey continue to evolve — creating pressure for broader vendor alignment and more scalable inventory operations.