

Metric Launches Labeling Feature to Simplify Cannabis Inventory

Metric Launches New Labeling Feature to Enhance Cannabis Inventory Management

Cannabis track-and-trace software provider Metric is introducing a new feature aimed at simplifying product labeling and inventory management for cannabis brands and retailers. This new tool, called **Retail ID**, is designed to streamline operations and offer greater product transparency, addressing several common pain points in the cannabis industry.

What is Retail ID?

Metric's Retail ID combines a **QR code** and an **inventory barcode** on a single label. This new feature can be affixed to stock-keeping units (SKUs) once they pass testing requirements. The goal of this system is to reduce the number of product scans required during distribution and at the retail level, making the process faster and more efficient.

Retail ID is being offered as a **free and voluntary add-on**, providing operators with numerous benefits that can help save both time and resources.

Benefits of Retail ID for Operators

Retail ID offers several advantages for cannabis operators, including:

Reduced Product Scanning: By combining both QR codes and barcodes, the new system eliminates the need for additional scans during distribution and retail processes.

Improved Integration: The feature integrates seamlessly with Metric's existing data systems and third-party point-of-sale systems. This integration is expected to significantly cut down on administrative time and costs associated with manual data entry.

Automated Labeling: After a product passes testing, Metric will generate unique QR labels for that product, ensuring efficiency and consistency in labeling.

Enhanced Product Transparency: Retail ID provides consumers with easy access to important product details, including **Certificates of Analysis (COA)** and cannabinoid and terpene content. This transparency is designed to help consumers make more informed decisions about the products they purchase.

Retail ID Pilot Program in California

Metric has rolled out the Retail ID feature in several states, with a significant pilot program recently launched in **California**, one of the largest and most competitive cannabis markets in the United States. The program is

being introduced as part of Metrc's broader effort to expand its services to new markets.

According to California regulators, this technology will help consumers by providing instant access to product information and testing results. This move is expected to increase consumer confidence in cannabis products, ultimately benefiting both retailers and their customers.

Addressing Product Recalls

One of the most pressing challenges for cannabis retailers is managing product recalls, which have become more frequent in states like California. These recalls often occur due to contamination or other issues discovered after a product has already hit the shelves. Metrc's new labeling system can help facilitate quicker responses to recalls by offering **real-time updates** on the affected products.

Retailers can use the QR code to quickly identify which products are part of a recall, eliminating the need to manually cross-check inventory. This feature is especially important in light of recent high-profile product recalls in California, such as the **K.U.S.H. Collective pesticide recall**, which caused significant inventory management headaches for retailers.

Early Feedback and Case Studies

Several businesses have already started using Retail ID as part of the pilot program. **Sonoma Hills Farm**, a cultivator and brand based in Northern California, has reported positive results from using the new feature. By integrating the QR code labeling system into their workflow, the company has been able to streamline its operations and save time on data entry and product labeling.

According to the company's **Chief Operating Officer, Joyce Cenali**, the new system has cut down the time required to bring products to market, shaving up to a week off the process for every new product release. Sonoma Hills Farm typically launches about 50 new SKUs per year, and this time-saving feature is expected to have a significant impact on their bottom line.

Another cannabis business, **Glass House Brands**, has also praised the new feature. The company, which operates several retail stores in California, has found that the ability to scan entire cases of products instead of individual items has drastically reduced labor costs and improved efficiency in its operations.

Improving Consumer Transparency

Retail ID is not just designed for operators—it also offers significant benefits for consumers. For years, cannabis consumers have struggled to find reliable information about the products they purchase. Many QR codes on cannabis products only provide basic information, such as a unique identifier, without offering details about the product's origin, testing results, or cannabinoid profile.

With Retail ID, consumers will have immediate access to a wealth of information, including lab testing results, **COA**, and more. This transparency is expected to build trust between consumers and cannabis brands, ensuring that buyers are well-informed about the products they are purchasing.

The Future of Cannabis Labeling

Metrc's Retail ID feature is part of a larger trend toward standardization in the cannabis industry. As the market matures, the need for more consistent and efficient tracking systems has become increasingly evident. Metrc's new labeling system aims to address these needs, making it easier for businesses to manage inventory and ensuring that consumers have the information they need to make informed purchasing

decisions.

Industry experts believe that the Retail ID system could help the cannabis sector align more closely with traditional retail industries, where product labeling and transparency are already standardized. By adopting these kinds of solutions, the cannabis industry can continue to grow while building greater trust with both consumers and regulators.

Expansion Plans

Metrc has already introduced the Retail ID feature in several states, including **Alabama, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Mississippi, Nevada, New Jersey, Ohio, Oregon, Rhode Island, South Dakota, and West Virginia**. The company is also gathering feedback from businesses in these markets to refine the system and prepare for further expansions.

As Metrc continues to roll out this feature across more states, it is expected that other cannabis software providers will follow suit, ultimately benefiting the entire industry by improving inventory management and consumer transparency.

Metrc's Retail ID feature is poised to bring significant improvements to the cannabis industry by simplifying product labeling, enhancing transparency, and improving inventory management. With its rollout in California and plans for further expansion, this new tool represents a step forward for cannabis businesses and consumers alike. By embracing new technology like Retail ID, the industry can continue to evolve and address some of its most pressing challenges, including product recalls, consumer trust, and operational efficiency.

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