



wasp
BARCODE TECHNOLOGIES

Customer Success Story



SUBARU

“I would absolutely recommend Wasp Labels to anyone looking for a **positive experience** and a company that is **reliable, responsive, and committed** to meeting their needs...”

— *Pete Schlosstein, Parts Sales Program Manager, Subaru*



The Client

Subaru of America, Inc.

Subaru of America, Inc., builds vehicles customers can rely on. Guided by the Subaru Love Promise, the company is committed to community support, sustainability, and ethical business practices. Subaru is headquartered in Camden, New Jersey, with operations nationwide.

The Challenge

As Subaru expanded its electric vehicle service offerings, traditional oil change reminder labels no longer met their needs. These labels were designed for gas-powered engines and did not support the unique service schedules required for electric vehicles.

Subaru needed a way to standardize electric vehicle service reminders across their retailers without slowing down existing service workflows. The solution had to fit seamlessly into current processes while supporting the company's growing electric vehicle lineup.



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The Solution

Wasp Labels developed a turnkey, retailer-ready solution that combined a pre-programmed Subaru Printer Kit with a fully custom electric vehicle-compatible label.

The label was designed specifically for Subaru’s network, featuring high-color branding, durable materials resistant to heat and UV exposure, and a tailored size that maintains windshield visibility.

Throughout the project, the Wasp Labels team worked closely with Subaru to ensure the solution met the company’s operational needs and retailer standards.

“Working with the Wasp Labels team is seamless,” said Pete Schlosstein, Parts Sales Program Manager at Subaru. “They consistently deliver reliable products and dependable service. Whenever I have a question, need information, or require support, I can count on them to respond quickly and follow through.”



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The Result

Today, Subaru retailers nationwide receive a fully configured printer bundled with the correct labels and ribbons. The plug-and-print setup supports consistent implementation across locations and aligns with Subaru’s service standards.

The solution allows their retailers to issue electric vehicle service reminders using a process that fits naturally into their existing workflows while supporting Subaru’s growing electric vehicle lineup.

“I would absolutely recommend Wasp Labels to anyone looking for a positive experience and a company that is reliable, responsive, and committed to meeting their needs,” said Schlosstein.

