

ParCode Introduces Par-Asphalt™ Extreme-Duty Barcode Labels for Outdoor Applications

New rugged floor label brings reliable barcode identification to asphalt, outdoor storage areas and other demanding environments

ROSELAND, NJ, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- [ParCode](#), a leading provider of custom barcode labeling, warehouse identification and asset tracking solutions for more than 40 years, today announced the introduction of Par-Asphalt™, a new extreme-duty barcoded floor label developed specifically for outdoor applications – including direct application to asphalt.



Like many of ParCode's best solutions, Par-Asphalt started with a customer problem. A customer needed a reliable way to identify and track locations within an outdoor parking and bulk-storage area as part of its Warehouse Management System (WMS). Traditional warehouse floor labels weren't designed for the job. The labels would need to adhere to asphalt while remaining readable and scannable through changing seasons, moisture, dirt, temperature fluctuations and the demands of everyday outdoor use.

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Our new Par-Asphalt is built for tough outdoor environments -- including outdoor storage facilities, yards, parking areas, bulk-material locations and other demanding applications.”

Jason Aranowitz

So ParCode went to work.

After several weeks of research, development, trial and error, and extensive testing, the ParCode team developed

a construction designed specifically for the challenge.

Par-Asphalt combines a thick, aggressive rubber-based adhesive with durable 3M polyester and a heavy protective laminate, creating a rugged identification solution for applications where conventional barcode labels may not be enough.

“Customers don’t always come to us asking for a particular label – sometimes they come to us with a problem they need solved,” said Jason Aranowitz, CEO of ParCode. “That’s what Par-Asphalt represents. A customer needed a barcode solution that could work outdoors on asphalt, so our team researched it, designed a solution, tested different approaches and kept working until we found one that worked.”

Built for Tough Outdoor Environments

Par-Asphalt is designed for organizations that need reliable location identification beyond the traditional warehouse environment, including outdoor storage facilities, yards, parking areas, bulk-material locations and other demanding applications.

Key features include:

- Designed for direct application to asphalt and other challenging outdoor surfaces
- Heavy-duty rubber-based adhesive
- Durable 3M polyester construction
- Thick protective laminate
- Custom barcode and location identification
- Designed to support barcode scanning and WMS location tracking
- Built for exposure to moisture, dirt and changing outdoor conditions

The new product expands ParCode’s growing portfolio of [warehouse labels](#), floor markers, signage, custom identification solutions and custom asset tags designed around the specific environments in which customers operate.

From “How Do We Label This?” to “It Works.”

For more than 40 years, ParCode has helped customers solve barcode and identification challenges ranging from warehouse racks and floors to equipment, assets and specialized environments. The company’s approach is simple: understand what the customer is trying to identify, determine the right materials and construction, and make the process as easy as possible. Par-Asphalt is the latest example of that approach.

Have an extreme outdoor labeling application?

Contact ParCode to discuss your application or request Par-Asphalt samples for testing.

Visit ParCode.com or contact the ParCode team at 800-524-0599 or Info@ParCode.com.

About ParCode

ParCode is a family-founded barcode labeling and identification solutions company with more than 40 years of industry experience. The company helps warehouses, manufacturers, logistics providers, and regulated industries improve operational accuracy through custom barcode labels, [warehouse signage](#), asset tracking systems, and identification solutions. Known for its personal approach, deep expertise, and commitment to making labeling easy, ParCode combines hands-on service with modern solutions designed for real-world operations. For more information, visit www.ParCode.com or follow us on LinkedIn.

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