

5 Common Mistakes When Buying A Color Label Printer



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1. Printer can't keep up with the quantity needed

Investing in a printer that doesn't match your business's volume needs can have a significant negative impact, including shortening the printer's life, reducing efficiencies, and ultimately affecting the bottom line.

Businesses have made the grave mistake of trying to save on the costs of an industrial printer but have underestimated the daily volume output and the stress it puts on the motor, causing the printer to overwork and die earlier than anticipated.

The recommended approach? Invest in a professional label press or tabletop label printer; this will help extend the printer's life, allowing you to get the most out of your investment.



2. Poor Color Matching

Color matters. Brands have signature colors, and getting these colors right is essential. From different batches of products to consistency in branding the same products across different runs, color uniformity is crucial to labeling and, ultimately, the brand identity.

Whether you're a smaller business running a single printer or a larger-scale business running multiple units across a single or several facilities, you want to ensure you're getting the right color every time.



3. Inadequate Print Quality

Another common but easily avoidable mistake when it comes to label printing? Overlooking or not considering the print resolution of the printer. The print resolution is a critical component, and before investing in any label-printing technology, should be heavily considered.

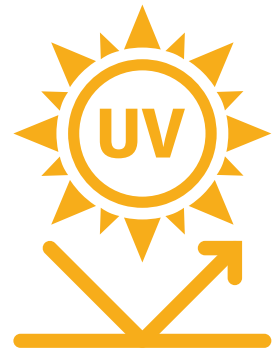
DPI (dots per linear inch) is perhaps the most significant key component as it's the difference between printing labels with finer, clearly-defined details or illegible, blurry labels.

Ensure any printing technology you invest in offers a quality printing resolution that meets your needs professionally.



4. *Wrong Technology*

Simply put: your printing technology should match your product requirements. If your products require durabilities like resistance to water, heat, abrasion, UV, or other elements, don't make the mistake of investing in a solution that won't meet these needs.



Luckily, plenty of inkjet and toner printing solutions on the market offer advanced features to ensure your specific labeling needs are met.

5. *No After Purchase Support*

When considering a sizeable purchase, have you accounted for after-service assistance? Arguably having the proper technical and aftersales support can be just as important as finding the right system at the right price. Exceptional service, like regular maintenance, part replacement, on-site support, and troubleshooting, can significantly impact your business's long-term success.



The Labels You Want, When You Need Them®

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