

5 Essential Features Your Color Label Printer Should Include



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1. *Ease of Use*

As the first rule of thumb when searching for the right label printer, you should consider your employees. Although the flashiest, high-tech printer may seem appealing, it's important to acknowledge if staff can easily handle and operate the system. Confusion in operation typically leads to costly, frequent mistakes.

Finding and investing in a user-friendly option can help avoid the frequency of production errors or issues with the machinery itself.

2. *Superior Print Quality*

High-resolution print quality is one of the essential components to search for in a label printer. Ultimately finding equipment that produces superior high-resolution labels will result in legible, eye-catching labels that are more appealing to customers.

When searching the numerous printer options on the market, ensure you're aware of any additional information about the machine's print quality. This will help guarantee your future labels are crisp, clear, and professional.



3. *Print Time*

We all know the old adage, “time is money,” and no one understands that more than a business. Production speed is a crucial part of the operation, especially now that time-to-market is so heavily stressed.

Finding a system that offers quick print speed and provides the comfort of efficiency is a luxury most businesses could benefit from. Avoid sinking money into a printing system that will cost you valuable time and delays, and instead, look for a label printer that offers quick, skilled print speed.



4. Integration

Have you thought about label application? Do you plan to apply labels by hand or by machine? Will labels be applied at a single site or across multiple facilities?

Have you considered the possibility of integrating additional hardware accessories into your printing system? Perhaps it's not something you're looking to do now, but finding a label printer that allows these accessories to be integrated could benefit you down the line. Consider the possibility of adding unwinders, rewinders, die cutters, or label applicators - enabling you to do so much more all in a single application process. The ability to add these accessories can expand your business and production capabilities.



5. Service Assistance

Before committing to a purchase, it's strongly advised you inquire about the aftersales services included and agree on specific service levels.

Exceptional aftersales service can significantly impact your business's long-term production success. Consider services such as regular maintenance, old part replacements, on-site support, and troubleshooting that will secure your new machine's longevity, functionality, and quality. Working with the right technical support team is equally important as finding the right price and printer.



The Labels You Want, When You Need Them®

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