

7 Advantages of Printing Prepared Food Labels In-House



 **AstroNova®**

 QuickLabel®  GetLabels®  TrojanLabel®



In recent years, printing and packaging trends have shifted, causing digital color label printing to become an integral part of the in-house packaging process. Today, thousands of retailers worldwide are benefitting from bringing their label production in-house. Independent grocery stores and food markets especially have seen an increase in sales revenue and profits after choosing to print their prepared food labels on-demand, as needed.

Let's dive into the emerging trends, key advantages, and top benefits businesses are experiencing by introducing in-house label printing for food and beverages.

1

Labels In-Stock and On-Demand

For grocery or prepared food markets with a variety of products, having the right label on hand, at the right time for the right product, is often a challenge. Even the best forecasting and purchasing practices can leave your business with wasted overstock or rushed label orders from an outside print shop.

Relying on outsourcing can end up severely delaying labeling processes, costing businesses valuable time and money, especially as we've seen how fragile our supply chain can be. From misprints to shipping delays and more, outsourcing labels can cause major setbacks and affect the use by/sell by dates on prepared food products.

By utilizing an in-house color label printer, businesses have the flexibility to print labels instantly and immediately start labeling new products. AstroNova's line-up of label printers can even be integrated with existing production system software and machinery.

With the capacity to print new color labels in minutes, businesses have the flexibility to create unique labels for every product and assist consumers in distinguishing products on the shelf, instead of relying on a "template design" label to reduce costs – taking food products to a higher level of professionalism.

"The QL-300 allows us in small quantities and in a flexible way, to make rolls and adapt them to our automatic labelers."

- Domaine De Baudry



2 Cut Costs & Reduce Inventory



In-house label printing cuts costs for short-run, small quantity labels and simultaneously allows businesses to replace inventories with just-in-time production practices.

Even with the best inventory management practices, it is difficult to predict how many labels will be used before products expire or label designs change. Are there enough chicken salad labels, or should more be ordered? Will customers buy more chicken soup this month or will they reach for something seasonal?

As a result, rolls of purchased labels with past food expiration dates perpetually turn to waste. Even if the labeling process allows for grocery markets to label expiration dates separately, after a long period of storage, labels may become dirty, damaged or yellowed and can lose adhesive properties.

When labels are printed on-demand with an AstroNova printer, there is no need to hold expensive printed labels in inventory and risk throwing them away. Instead, labels are printed in the exact quantity needed and are always up-to-date. This not only saves businesses time, but also reduces the cost-per-label.

3 *Increase Rapid Fulfillment*

Historically, food and beverage full color display labels are printed off-site by commercial printers. This process includes plates, dies, and what can sometimes be lengthy lead times.

By bringing label printing in-house, both primary display color labels and barcode “back panel” labels that are necessary for those in the food and beverage industry, can be printed simultaneously, in a single pass. This ultimately saves a large amount of production time, especially for those who need to process orders quickly.

As we’ve seen in recent years, the supply chain has shown to be more fragile than previously thought. This has reinforced the importance of businesses relying less on third-parties and being able to fulfill orders, quickly and efficiently.

Today, in-house color label printers such as AstroNova’s have changed business’s label printing workflows entirely.



4 *A Total Solution Label Process*



While shifting or completely changing a process can seem overwhelming, simplifying and improving production is desirable and attainable.

AstroNova's printing lineup provides a single, complete solution for food and beverage label printing from start to finish, with minimal start-up time or necessary training.

By integrating an in-house label printer, you're fully equipped to get started with hardware, design and print software, inks, materials, and remote or on-site service support.

Create or update labels on-site and on-demand, including flavors, expiration dates, specialty runs, and more.

AstroNova's printing solutions ensure both the label media and printer work cohesively. With an on-site, state-of-the-art Media Lab, the durability and resistance of AstroNova materials are guaranteed, along with easy customization. With AstroNova's custom die-cut labels, choose your label size and shape, or happily create a custom label shape for your products' easy and quick branding. These specially developed materials can absorb inks so that printed labels do not smear and reproduce the most accurate colors possible.

5

Easily Maintain Regulation Standards

For companies in highly regulated industries such as dietary supplements and food products, the packaging process must meet quality standards established by third-party auditors and be maintained by in-house quality management systems.

With an AstroNova printer, it costs nothing to add or remove label content – a huge benefit to companies in regulated industries where required label changes are a costly business reality. Country of Origin labeling legislation, FDA regulations and more stringent CGMP labeling disclosures requirements are recent examples of governmental labeling standards that have caused companies to revamp their labels completely.

Quality Control managers are relieved of many of the stringent regulatory burdens that apply to labels with all information printed on-the-fly, including serializing barcodes, lot codes, batch codes, and expiration dates.

Creating color labels on-demand with an in-house AstroNova printer ensures strict control over labels so that production operation is always able to label the right product, with the correct requirements, at the right time.



6

Efficiently Manage Your Labels



It is efficient to centrally manage data for “required label elements” in a central database. Data such as expiration dates, lot codes, batch codes, ingredients, item numbers, product descriptions, compliance statements, and other label content can all be maintained in a single database. When label changes are needed, the central database can be modified once and labels will update automatically and then print in each plant location.

Through the use of software label templates, such as QuickLabel’s intuitive CQL Pro, labels are printed with changes, while the label layout and design remain protected from accidental alterations.

There are three reasons that manufacturers choose to manage label printing across their enterprise centrally:

1. To ensure regulatory compliance at each distribution point
2. To maintain consistent brand imagery on every label, in every location
3. To increase production speed and efficiency

AstroNova’s line of in-house label printers can ensure all three above points are met and allows for easily manageable and efficient production of store-branded food products.



7 **Establish and Reinforce Branding**

Product labels are the face of your brand. Introducing an in-house color label printer, such as AstroNova's, for food or beverage labels will allow your business the opportunity to specialize in printing vibrant, eye-catching labels that attract customers.

The ability to maintain complete control over label materials and the printing process will create a streamlined, efficient process for branded labels that look the part.

Professional, branded labels create legitimacy, trust, and comfort to customers. Whether trying to establish branded food or uphold brand recognition, printing labels in-house gives businesses the flexibility and solutions to easily maintain this process.

AstroNova Understands Your Application

Today, thousands of manufacturers, processors, and retailers worldwide increase their sales revenue and profit margins by labeling in-house. With over 50 years of innovation and expertise, let AstroNova help your business grow in this expanding market and stay ahead of regulation changes by taking control of your labeling today!

Contact us:
Tel: +1 401-828-4000
Toll-Free: 877-757-7978 (US Only)
info@astronovaproductid.com



www.astronovaproductid.com

www.getlabels.com

WORLD HEADQUARTERS

AstroNova, Inc.
600 East Greenwich Avenue
West Warwick, Rhode Island 02893 USA
Tel: +1 401-828-4000
Toll-Free: 877-757-7978 (US Only)
info@astronovaproductid.com

EMEA HEADQUARTERS

AstroNova GmbH
Waldstraße 70
D-63128 Dietzenbach Germany
Tel: +49 (0) 6074 31025-00
infoDE@astronovaproductid.com

CANADA

Tel: +1 450-619-9973
Tel: 800-565-2216 (Canada Only)
infoCA@astronovaproductid.com

LATIN AMERICA

Tel: +52-(55)-3934-5171
infoMX@astronovaproductid.com

FRANCE

Tél: +33 0 1 34 82 09 00
infoFR@astronovaproductid.com

UNITED KINGDOM & IRELAND

Tel. +44 (0) 1628 668836
infoUK@astronovaproductid.com

DENMARK

Tel. +49 0 6074 31025 00
infoDE@astronovaproductid.com

CHINA

Tel: +86-21-5868-1533
infoCN@astronovaproductid.com

MALAYSIA

+603 5031 9330
infoMY@astronovaproductid.com



  