

Increase Efficiencies & Profitability

These Top 10 Benefits of Owning a Color Label Printer Will Show You How

Since QuickLabel introduced the first in-house, short-run digital color label printer in 1994, color label printing has become an integral part of a company's in-house packaging production process. Today, thousands of manufacturers, processors, and retailers around the world are increasing their sales revenue and profit by making their own color labels in their factories and offices.



 **AstroNova®**

 QuickLabel®  GetLabels®  TrojanLabel®

#1

Private labeling has exploded over the last decade, especially in the food, beverage, cosmetic, chemical, medical, CBD, and dietary supplement industries. Studies have shown most consumers prefer to buy private label or store brand labeled goods because of the higher perceived quality or value that the product provides. Manufacturers who use in-house color label printers are able to command a competitive edge in the marketplace and a greater market share serving more customers with privately labeled products that are quickly customized in affordable, short-run label quantities.

Private Labeling

Having an in-house label printer allows for:

- 1) **Full Private labeling**, in which the product is labeled for the customer brand or store brand and the manufacturer's name is completely removed, and
- 2) **Co-Private Labeling**, in which the manufacturer's name and logo are printed on the label along with the customer's branded label artwork.



Produce Labels Instantly

Having the ability to print the exact number of labels you want, anytime you need them, affects more than product marketing, it's also a tool to increase productivity by making labels on-demand. Even the best forecasting and purchasing practices can leave the packaging department hunting for labels at the last minute. For manufacturers with a family of multiple products, having the right label in inventory at the right time for the right product is often a challenge – easily fixed with in-house printing.

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#2



#3

When labels are printed on demand with a QuickLabel printer, there is no need to hold valuable printed labels in inventory.

Cut Costs & Reduce Inventory

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

Even with the best inventory management practices, it is difficult to predict how many labels will actually be used before products or label designs change. Additionally, the economics of traditional label printing requires print houses to ask to purchase large quantities of labels, usually more than you need at the current time. As a result, rolls of purchased labels perpetually remain in inventory. After a long period of storage, labels may become dirty, damaged, or yellowed and can lose adhesive properties. The labels, or even the products to which the labels will be applied, may also become obsolete before they are used.



Be Ready to Ship Labeled Products at Any Time

Owning an in-house label printer takes the unpredictability out of label availability.

#4

At one time or another, production managers have been in the predicament of not being able to ship products to a waiting customer. The result is often missed deadlines, costly expedited shipments, backorders, reduced profitability, and lost revenue. In these cases, awaiting customers may decide to choose an alternate vendor rather than wait to receive a late shipment.

Owning an in-house label printer takes the unpredictability out of label availability. As long as managers maintain a stock of printing supplies, they are always ready to print the labels they need.



#5

Printing your own labels simplifies the traditional labeling process:

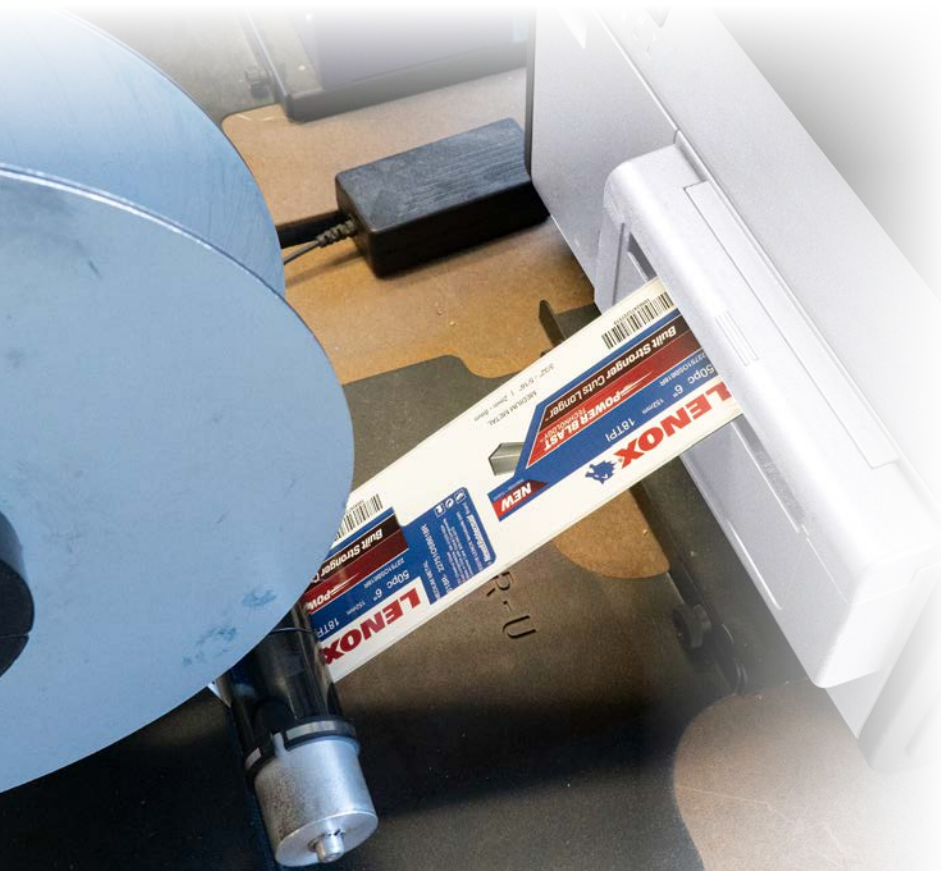


Gain Production Flexibility - Label Any Product, Any Time

Traditionally, full-color primary display labels were printed off-site by a commercial label print house, while “back panel” labels with product-specific text and barcodes were printed in-house on a simple barcode label printer. Today, QuickLabel printers have changed the label printing workflow by bringing it entirely in-house. For example, with QuickLabel, both the primary display “front panel” full-color label and the product-specific text and barcode “back panel” label can be printed simultaneously, in a single print pass.

One Pass Label Printing - including dates, barcodes, and serialization

#6



Quality Control managers are relieved of many of the stringent regulatory burdens that apply to labels because all information can be printed on the fly, including serializing barcodes, lot codes, batch codes, and expiration dates. Labels can be printed physically close to the product receiving the label, reducing the possibility of human error in the labeling process and eliminating the need to stock printed labels in inventory, and to quarantine and discard obsolete labels.

#7

Maintain In-House Quality Control

Creating color labels on-demand with an in-house QuickLabel printer allows your company to ensure strict control over labels.

For companies in highly regulated industries such as pharmaceuticals, medical devices, hazardous chemicals, and increasingly, dietary supplements and foods, it's critical for the packaging process to meet quality standards established by third-party auditors and maintained by in-house quality management systems. With a QuickLabel printer, it costs nothing to add or remove label content, a benefit to companies in regulated industries where required label changes are a costly fact of life. Country of Origin labeling legislation, more stringent labeling disclosures and new GHS chemical hazard labeling requirements are recent examples of governmental labeling standards that have caused companies to completely revamp their labels. Creating color labels on-demand with an in-house QuickLabel printer allows your company to ensure that it maintains strict control over labels so that your production operation is always able to label the right product, for the right customer, at the right time.



#8

Reduce Delivery Time to Market

Now more than ever, customer convenience and keeping up with demand are high priorities for most companies. Consumers not only expect things faster, but product demands have never been higher, especially for industries like medical, pharmaceutical, sanitation, and food and beverage. With an in-house label printer, print labels on-demand and get shipments out the door to retailers and customers faster, easier, and more efficiently, reducing lengthy and unnecessary downtimes.



#9

Offer Contract Labeling

Contract packagers provide custom labeling services to businesses that want to outsource packaging services, both to control quality and costs. If you are a professional contract packager, you already understand the revenue-producing value of flexible, in-house label printing. If you're a company considering the purchase of a color label printer for your own use, you may also be able to benefit by providing labeling services to other companies in your geographic area or industry. The flexibility of owning a color label printer allows owners to act as contract packagers, making labels in any size, shape, or design, satisfying the branding requirements and technical requirements of customers. Printing labels as a service will allow you to increase revenue and profit while also absorbing excess production capacity.



#10

A QuickLabel in-house color label printer provides the flexibility to change labels as needed for export markets.

Produce Short-Runs

There are a variety of perks attributed to producing short-runs. Some which include providing consumers with limited-time offerings like seasonal flavorings for holidays, producing customized products for customers, eliminating unnecessary waste by not printing more than you need, or simply the flexibility of running a small, limited batch of labels for any variety of reasons. One instance we've seen of this is companies switching their production process to meet the needs of their community by producing sanitation or protection supplies in difficult times like COVID-19.



AstroNova Understands Your Application

Today, thousands of manufacturers, processors, and retailers worldwide are increasing their sales revenue and profit margins by labeling in-house. With over 50 years of innovation and expertise, let AstroNova help your business stay ahead of potential manufacturing nightmares by taking control of your labeling today!

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