

QUICK LABEL SYSTEMS

The Labels You Want When You Need Them™

WHITE PAPER

TOP 10



BENEFITS OF OWNING A COLOR LABEL PRINTER

Since QuickLabel Systems 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 revenues and profits by making their own color labels in their factories and offices.

The following white paper describes some of the top benefits of printing your own product labels.

BENEFIT #1

Private Labeling

Private labeling has exploded over the last decade, especially private labeling of foods, beverages, cosmetics, specialty chemicals, and dietary supplements. A recent Nielsen global survey found that 22% of North American consumers and 30-40% of European consumers prefer to buy private label or store brand labeled goods because of higher perceived quality or value.

Manufacturers who use QuickLabel in-house color label printers are able to command a competitive edge in the marketplace and greater market share serving more customers with private labeled products that are quickly customized in affordable, short run label quantities.

Manufacturers with QuickLabel printers typically provide either of two methods of private labeling, at the request of their customers: **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.



Having the ability to print exactly the labels you want, anytime you need them, is more than just a way to market your products with customized packaging. It's also a tool to increase productivity by making labels on-demand, when a work order is ready to be fulfilled.

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.

BENEFIT #2

Make Labels Instantly



With an in-house color label printer, manufacturers have the flexibility to print labels instantly, changeover packaging lines in minutes, and immediately start labeling new products. Intelligent QuickLabel printers can even be integrated with existing production system software and machinery.

With the capacity to print new color labels in minutes, the marketing department has the flexibility to create a unique label for every product in a family, assisting consumers to distinguish products on the shelf, instead of relying on a “template design” label that many brands turn to in an effort to reduce packaging costs.



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BENEFIT #3

Cut Costs & Reduce Inventory

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

Even with the best inventory management practices, it is unfortunately hard to predict how many labels will actually be used to fulfill orders before products change or label designs change. And, the economics of traditional label printing require print houses to ask you to purchase a large quantity of labels, usually more than you need at the current time.

As a result, rolls and stacks 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. In addition, warehousing a large number of labels may lead to complex and confusing stocking that leads packaging staff to inadvertently pick the wrong labels for an order.

When labels are printed on demand with a QuickLabel printer, there is no need to hold valuable printed labels in inventory. Instead, labels are printed in the exact quantity needed and are always up-to-date.

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BENEFIT #4

Be Ready to Ship Labeled Products

At one time or another, most 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. Sometimes a waiting customer decides 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.

With no delays to wait while a commercial label print house makes and ships labels, and with no printing plates or “make ready,” you’re always ready to make full-color product labels at a moment’s notice with a QuickLabel printer.



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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 the intelligent Vivo! Touch color label printer from 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.

This vertically integrated label printing process is possible because the QuickLabel Vivo! Touch prints high-resolution color labels with any label content on-the-fly, including serializing barcodes and batch codes, nutrition facts, ingredients, and other information dynamically from any production database, AS400 system, or ERP system such as SAP or Oracle.

BENEFIT #5

Gain Production Flexibility - Label Any Product, Any Time

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**Printing your own
labels simplifies
the traditional
labeling process:**

The traditional labeling process

- | | |
|--------------------------------|-----------------------------------|
| 1) Design Labels | 6) Accept and Return Proof |
| 2) Order Labels | 7) Wait to Receive Printed Labels |
| 3) Wait for Label Proof | 8) Receive and Inventory Labels |
| 4) Make Changes | 9) Apply labels |
| 5) Wait for Second Label Proof | |

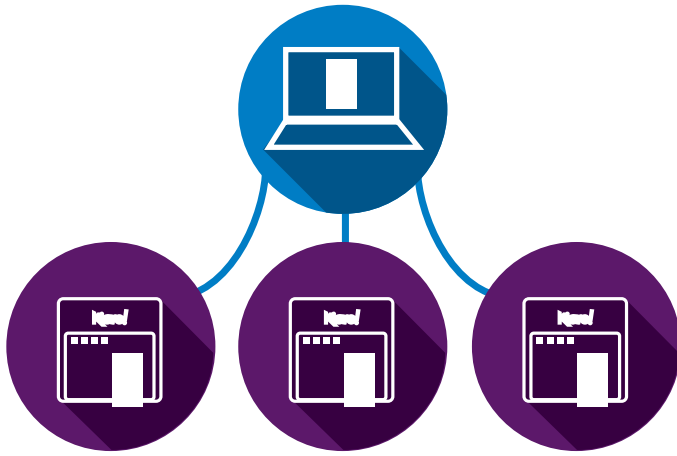
The QuickLabel labeling process

- 1) Design Labels
- 2) Print Your Own Proof
- 3) Make Changes on the fly
- 4) Print Labels
- 5) Apply Labels



BENEFIT #6

Automate Label Printing - Centrally Control Label Printing



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

- 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

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 be maintained in a single database. When label changes are needed, the central database can be modified once and labels will be updated automatically and then printed in each plant location.

Through the use of software label templates, labels can be printed with changes and new, live data while the label layout and design created by the marketing team remain protected from accidental alterations.





For companies in highly regulated industries such as pharmaceuticals, medical devices, hazardous chemicals, and increasingly, dietary supplements and foods, it's critical that the packaging process meets verifiable 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 boon to companies in regulated industries where required label changes are a costly fact of life. Country of Origin labeling legislation, more stringent cGMP 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.


BENEFIT #7

Maintain In-House Quality Control

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

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.



Mislabeling is a common concern among companies that use color coded labels for pharmaceutical and medical device products. As long as there is a possibility that the wrong color code label could be selected from inventory and mistakenly applied to a product, quality control officers must be concerned about the possibility of human harm or a costly recall.

QuickLabel color label printers are able to print labels with color codes in the same printing process as they print text, barcodes, batch codes, lot codes, date codes, expiration dates, and any other label content.

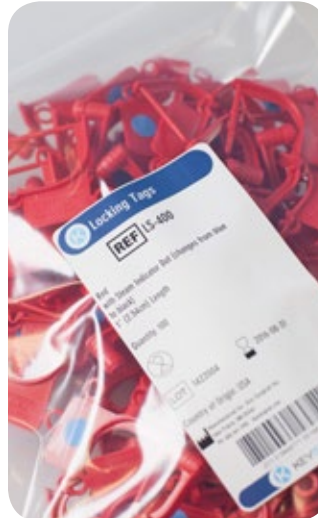
A color coded label performs an important function as a “secondary indicator” of product identification information such as size, flavor, item number, and more. The FDA has recognized color coded labels as a supportive labeling feature for pharmaceuticals and medical devices.

BENEFIT #8

Make Color Coded Labels

Value of color coded labels:

- Help retail shoppers to notice and differentiate product varieties within the same brand family such as different flavors, sizes, weights, gauges, or other factors
- Prevent human picking errors at the point of use, where color codes help assemblers, pharmacists, medical staff, and others to select the right tool, dosage, or device for each order or procedure. This reduces the likelihood of costly accidents due to human error. Underscoring the benefits of using color codes, a 2009 color study published in the journal Science found that the use of color helps people to notice details when performing cognitive tasks, and also aids them to recall those details more accurately later.



BENEFIT #9

Offer Contract Labeling

Contract packagers provide custom labeling services to businesses that want to outsource packaging services, both to control quality and to control costs.

If you are a professional contract packager, you already understand the revenue-producing value of this label printing flexibility. If you are a company considering the purchase of a QuickLabel 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 a QuickLabel 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.





Globalization has made supply chains much larger. Today it is common to ship or receive bulk ingredients from another country that are then processed into finished goods and re-labeled for sale in the import market. It is also common to import finished specialty products, such as ethnic foods and personal care products, which need to be re-labeled for sale in the import market.

To take advantage of the great opportunity of a global market, domestically-made products must be re-labeled to comply with the labeling regulations of the import country. Foreign language labeling requirements and the requirement to use local units of measure for weights and ingredients are common. Export manufacturers also find that they must customize information panels because local regulations require certain product claims, statements, or disclosures to be added or removed.

A QuickLabel in-house color label printer provides the flexibility to change labels as needed for export markets, and to immediately print new labels at no added cost whenever products change or labeling laws in local markets change.

BENEFIT #10

Make Export Labels / Import Labels

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

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THE TOP 10 BENEFITS OF PRINTING YOUR OWN LABELS

There are more than 10 benefits of owning a color label printer, and more than 10 reasons to choose a QuickLabel Systems color label printer. Each business has its own objectives and challenges, and its own reasons for considering in-house color label printing.

We invite you to **Schedule a Demonstration** with us so that we can bring a QuickLabel printer to your office or factory to show you how to print your own labels and to discuss the unique benefits of color label printer ownership to your company.

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