

HOW TO MAKE A PROFITABLE PRODUCT LABEL AND SAVE 50% ON PRINTING COSTS



THE BENEFITS OF PRINTING YOUR OWN LABELS IN-HOUSE



1

GET CREATIVE WITH CUSTOM LABELS

53% of consumers are more likely to purchase when a company personalizes communications—including labels. By printing in-house, you can customize messages for your customers—including seasonal greetings, local events and even photos—anything that makes a personal connection.

2

KEEP IT COOL

A great label needs to hold up under pressure. Whether you have a chilled beverage or a refrigerated grab-and-go meal, your labels need to be durable in cold environments.

Specific inkjet printing technology, like that developed by Memjet, holds up under even humid, cold conditions. You can be sure your label will look as good coming out of the fridge as it did when you printed it.

4

RELAX, YOU'RE IN COMPLIANCE

Regulations change each day. With inkjet printing, your labels can too. Printing your own labels in-house gives you the control and confidence that your label will always be in compliance with frequently changing regulations.

5

INCREASE FLEXIBILITY

Printing your own labels ensures you can modify your labels instantly. Save time and money with no more waiting or minimum order quantities. Increase your profits by eliminating bulk orders that need to be stored, inventoried and managed.

3

SAFE FOR YOU, SAFE FOR THE ENVIRONMENT

With a special formulation made of about 70% water, Memjet's VersaPass DN inks are free of reactive and prohibited chemistries. They are also friendlier to the environment than UV, solvent or liquid toner inks.



CASE STUDY

WHAT HAPPENS WHEN A CRAFT BREWER STARTS PRINTING LABELS IN-HOUSE

Home Brewing Company is a brewery that produces small batches of specialty beers. Launching new, seasonal craft beers is a great way for Home Brewing Company to promote new beer flavors and market the brewery itself.

Because these seasonal products are produced in small batches, the brewery only needs a small quantity of labels to make the beer—and the promotion—successful.

While they might only need a small quantity of labels, working with a third-party label supplier meant they would have to buy more labels than they would actually use. That's because of minimum order quantities required by the label providers. So if the company only needed 480 labels, the label provider still required them to order 1,500 labels just to take the order.

What's more, the long lead-times needed for these label orders constrained beer ingredient flexibility and seasonal brand promotional opportunities.

3rd Party Printer:

Monthly volume of labeled product:	480
Pre-printed label cost/month	\$750
Lead time	2 weeks
Scrap (Min. Order Quantity: 1,500)	1,020
COST/LABEL	\$1.56

A BETTER WAY TO LABEL

When their label provider dropped the ball just one week before the canning date, Home Brewing Company decided to use the Afinia L801 powered by Memjet technology for three new label designs.

By printing its beer-can labels in-house, Home Brewing Co. can realize a cost savings of \$615 per month and avoid scrapping over 3,000 labels by printing the exact quantity of labels they need when they needed them.

Print in-house using the Afinia L801 powered by Memjet:

Label Dimension & Ink Coverage:

Height (mm/inches)	130/5.25
Width (mm/inches)	210/8.25
Ink Coverage	100%

Supplies Pricing:

Ink Cartridge (250 ml)	\$200
Printhead	\$400
Ink+PH cost per label	\$0.12

Label Stock Pricing:

Price per roll	\$165
Labels per roll	1,050
Media cost per label	\$0.16

COST/LABEL WITH MEMJET \$0.28



Home Brewing Co. Annual Savings:

Label cost with Afinia L801	\$135
Savings per label	\$1.28
Savings %	82%
Savings per month	\$615
ANNUAL SAVINGS	\$7,300

HERE ARE FOUR AFFORDABLE LABEL PRINTERS THAT WILL SAVE YOU 50% ON YOUR LABEL COSTS.

COLORDYNE 2800 SERIES MINI LASER PRO

The Colordyne 2800 Series Mini Laser Pro seamlessly integrates digital printing, laminating and laser die cutting into one easy to use label production system. End-users can print what they need, when they need it in-house, eliminating waste and lead times. This complete solution improves production flexibility, supporting private brand label production, personalization strategies and highly variable applications with just-in-time delivery.



To learn which label print solution is best for you, email Alicia Chavez and she'll connect you with one of our label print experts. Alicia.Chavez@memjet.com

VIPCOLOR VP750

The VIPColor VP750 utilizes Enhanced Water Resistance Printing Technology that produces high-quality, colored labels suitable for chilled food & beverages, animal care, cleaning products, chemical, pharmaceutical products and other moisture exposed products. The VP750 brings fast, affordable color printing to in-house production and private labeling opportunities.



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TROJAN T2-C

The TrojanLabel T2-C digital press prints labels suitable for commercial use and prime labeling. The T2-C is an ideal system for brand owners, print shops and smaller label converters looking to add high-resolution color inkjet labels to their portfolio. With a straight-feed, short web path feature, the T2-C allows for precision printing and waste elimination. The dynamic web guide with servo-controlled unwind and rewind shafts, delivers high-precision registration, enabling full-bleed printing on pre-die cut labels and tight, finished rolls.



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AFINIA LABEL L901

The Afinia Label L901 Industrial Color Label Printer quickly produces vibrant, full-color labels with a low cost of ownership. Available with Watershield™ Technology, the L901 offers enhanced durability for water-exposed labels. On-the-fly printhead servicing makes the L901 perfect for large jobs or inline integration with label presses, finishers, applicators, dispensers, and more. With five high-capacity 250 ml CMYKK ink cartridges, the L901 delivers an ultra-low cost per label.



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