

CHALLENGE

A major North American manufacturer of mini ball valves, pipe fittings and plumbing components with clients such as Canadian Tire, Home Depot, Lowe's and other large hardware retail chains.

The challenge was with high volumes of pre-printed labels, low resolution secondary printing using several Zebra thermal printers located on the shop floor. This method was very costly and time consuming resulting in poor response times to market due to lengthy secondary printing procedures. There was also the time associated with the constant loading and unloading of pre-printed labels on the Zebra printers as SKU's were changed for the different runs. All label formats that were in the customers system were all monochrome which didn't quite make an impact at the consumer level.

SOLUTION

Multiple VP700 Color Label Printers were deployed on the shop floor and situated near the production lines where the labels were needed to be applied. The printers were connected to the LAN with the 10/100 ethernet connection and the customer was able to continue using their existing Bartender Label software and templates. Bartender was linked directly to their MRP system to get the data needed to populate the different fields on each label.

RESULT

The customer experienced an immediate drop and eventually eliminating the amount of pre-printed label waste due to fluctuating demands, and changes in label design. They also did not have to purchase large minimum order quantities any more from the label print companies, and there were no more additional costs associated with traditional printing processes. Product lines could be quickly dropped or changed without any penalties in wasted labels.

Label stocks were halved in the first year, by moving to blank labels. With all labels kept as blanks, labels could be printed when, where and the exact content and volumes needed which ultimately reduced costs and increased flexibility.



ABOUT US VIPColor Technologies

VIPColor Technologies a division of Venture Corporation has been providing innovative digital color label printing solutions since 1998. We engineer, manufacture, and sell printers that produce high quality color labels used for many diverse applications.

Through the years, our industrial printers have been used by FORTUNE 500 companies globally. Our printers have helped streamline workflows, and raise productivity and product quality while improving bottom lines. With the ability to print fast, on-demand and cost-effectively, we aim to bring convenience and flexibility to our small to medium and enterprise level clients.

Businesses challenged by a high mix of products and offerings, along with small batch jobs, find our digital solution compelling and adding value to their process. VIPColor is dedicated to creating a new level of labeling value around packaging and identification activities by servicing customers in over 35 countries.