



CASE STUDY: FOOD LABELS



Manger Packing Corporation



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.

CHALLENGE

Manger Packing Corp. is a meat processor that manufactures high quality fresh meat products and is best known for their renowned half smokes sausages, which is considered a signature street food of the nation's capital. They also private label their products for a variety of customers, namely Ben's Chili, a historic and beloved restaurant based in Washington D.C. As Manger Packing continued to grow and reach new customers, it became harder to meet minimum order quantities and justify purchasing pre-printed labels from traditional label print providers.

Alvin Manger, fourth generation owner, needed a printer that could provide water resistant, color labels which could print his customer's labels in the quantities he needed.

SOLUTION

Manger Packing recognized the need for a fresh approach to their existing labeling system. With his challenges in mind, he set out to find a better method for producing their packaging product labels. This led him to the VP750 color label printer as the solution which would enable him to expand their product lines, comply to constantly changing regulations and meet customer specifications. Taking advantage of the VP750's water resistant ink technology and lay down sequence, Manger Packing has been able to produce stunning product labels in color that also holds up after prolonged exposure to moisture.

RESULT

This newfound flexibility has empowered Alvin to secure new business by impressing potential clients and distinguishing himself from the competition with finished sample products complete with custom graphic labels.

"We consider our VIP printer one of our most valuable pieces of equipment." - Alvin Manger

Large quantities of obsolete pre-printed labels are now concern of the past as Alvin is now able to print labels for various customers, SKUs, and exclusive promotions in the quantities he needs, and when he needs them. The addition of our color label printer has allowed Manger to satisfy clients, new and old, by elevating the look and feel of their labels. The VP750 was such a huge success that Alvin has begun referring our products to colleagues of his in the meat packing industry, where we strive to help our clients streamline their labeling process and save money.