



CASE STUDY: BOTTLING Bottle Labels



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

Originally established in 1933 as a temperance bar and herbalist, Mawson's Traditional Drinks Limited (Mawson's) witnessed a revival in business in 1998 when it brought back the herb beer and sarsaparilla to commemorate its 65th anniversary. Today, it is a large British beverage company retailing an extensive range of the finest classic and new flavor herbal drinks, both ready to drink and cordials.

With renewed interest in Mawson's traditional herbal drinks, The new owners plowed in investment. Together with modern production and marketing efforts, Mawson's experienced a surge in production and healthy sales growth every year. To cater to the increasing demand for its expanded range of drinks, Mawson's identified the need for greater flexibility and faster turnaround in the printing of various bottle and packing labels, including customized labels.

SOLUTION

KTEC Technologies Ltd (www.ktecgroupp.co.uk/), VIPColor premium reseller, in the United Kingdom learned of Mawson's printing needs and worked quickly to provide Mawson's with an in-house digital label printing system on trial. Following a series of test run under a variety of business scenario's, Mawson's concluded that VIPColor VP700 is the answer to their unique and variable print requirements. Mawson's liked VP700 for its superior print quality and speedy generation of real time, up-to-the-minute labels to the exact quantity, providing Mawson's with unprecedented flexibility and convenience.



RESULT

With VIPColor VP700 Digital Label Printer, Mawson's is enjoying the flexibility of producing their own labels in house at quantities they need, when they need and at a significantly lower total cost of ownership. Apart from cost-savings in operating the VP700 Digital Label Printer, Mawson's has been able to eliminate costs associated with buying pre printed labels in higher quantities than needed, storing and potentially higher wastage of pre-printed labels. Today, low cost blank labels on rolls are all that is needed by Mawson's to print labels in precise quantity and to exact customization.