



CASE STUDY: HEALTHCARE

Medical Device Labelling



CHALLENGE

A FORTUNE100 global manufacturer of cardiac & vascular care devices develops medical technology and services that help put more control into the hands of those who treat cardiac, neurological and chronic pain patients worldwide. The company was in need of a label packaging solution to help them improve and standardize their process at their global manufacturing sites.

VIPColor Technologies met with the executive management team along with the clients packaging engineering team to better understand their business and application processes and the challenges they were facing. VIPColor Technologies learned that the current 2 step printing system added additional steps, increased costs, time, excess inventory and greater chance of waste due to having to stock large pre printed label quantities. The client also found there was inconsistencies and color variations of their pre printed labels due to global sourcing which lead to inconsistent brand representation of their products and packaging.

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.

SOLUTION

After completing a thorough needs assessment, VIPColor Technologies drew upon years of experience to develop a plan and implement a standardized print program for product pouches, box labels and other critical label needs and made certain all data corresponds, including batch and part numbers. Additionally, a daily global error log and preventative maintenance program are now in place which helps to record transaction error codes and better predicts when a critical part may need to be replaced as well as a more reliable production flow due to printers being serviced in regular intervals.

RESULT

VIPColor Technologies VP700 Digital Label Printers met the FDA's stringent FDA certification to work in cleanroom environments resulting in more than 150 printers being implemented across the customers main production facilities around the world. The end result being a standardized printing process with improved and consistent branding, optimized productivity and reduction of costs due to waste elimination across all manufacturing facilities. Our printers speed of 12 ips, Image quality & short time to print of less than 5 seconds and our unique Print-N-Hold dispensing features were crucial to why they chose the VP700 Digital Label Printer. This solution resulted in major improvements in the quality and compliance of the customers packaging which resulted in savings of \$500K annually.