

■ ■ CUSTOMER STORY  
general distribution

# Leisure Time Spring Water transforms bottled water into creative marketing tool using the VP2020.



From local elections to United Nation's initiatives, Leisure Time Spring Water has created private label bottles for customers that have offered much more than a cold liquid thirst quencher. Thanks to the VP2020 color printer, Leisure Time's private label bottles have given their customers a unique and creative way to market and promote businesses, ideas and even political platforms - all at a price they can swallow.

"The VP2020 was just what we were looking for," says Ryan Parsons, production supervisor for Leisure Time's private labeling business. "It met our criteria of a small color printer that produced quality labels and cost no more than our \$10,000 budget."

Before buying the VP2020, Leisure Time offered private labeling to large quantity customer. At that point, the only way to produce private color labels was to send label printing out to an outside printer.

"We had a lot of requests for small quantities that we had to turn away," Parsons says. "We couldn't offer customers competitive prices for a few cases of private label bottles because the print house plate charges and set up fees made it cost prohibitive."

That's when Parsons began his search for a printer to fill the void; that's when he found the VP2020. Now Leisure Time can offer private label customers - large and small - the flexibility and convenience of on-demand, quality color labels.

## VP2020 Offers Small Run Customers Big Results and Big Business Opportunity for Water Bottler

- Parsons says that the VP2020 has shown its value and potential for future profitability in a relatively short time. They've made private label water bottles

### QUICK FACTS

Customer:	Leisure Time Spring Water
Product:	VP2020 Digital Color Label Printer
The Need:	To create private labels for customers who want to their own "brand" of bottle water.
Key Benefit:	The VP2020 allows Leisure Time to create full-color, professional looking labels for small quantity customers at a fraction of the cost of printing with an outside print house, in a fraction of the time.
Customer Kudos:	"We couldn't offer smaller customers competitive prices for a few cases of private label bottles because the print house plate charges and set up fees made it cost prohibitive," says Ryan Parsons. "The VP2020 was just what we were looking for."
Customer Fact:	Based in Kiamesha, NY, Leisure Time Spring Water has been in business since 1982 and serves most point in New York, New Jersey, Connecticut, and Pennsylvania.

for local politicians, dance companies, golf courses, a New York City health spa and even the United Nations. And the satisfied customers keep coming.

"If using the VP2020 wasn't profitable for us, we wouldn't be continuing our program," Parsons says. "In the first month, our gross sales have been between \$3,000 to \$4,000, greatly contributing to the return on the printer cost."

"More importantly, the labels make our customers happy," Parsons continues. "The color resolution and graphics are good. It's great to see how excited people get when they see their own name on a water bottle label."

## The only limitation in design is the customer's imagination.

And customers are coming up with creative ways to use their private labels as effective marketing tools. The only limitation is their imagination, Parsons says. If customers can fit it on a wrap around water bottle label, he can print it. Some customer private label examples include:

- Owner of **Fogg's Automotive** in Scotia, NY purchased several cases of private label bottles to pass out at community events he supports. Its label features a picture of the dealership and offers a \$5 off coupon for auto service.
- For the **United Nations**, a customer requested private label water bottles promoting the "Water for Life - International Decade for Action" initiative sponsored by the Republic of Tajikistan. Using water bottles to underscore the message, the bottles' labels highlighted the initiative, aimed at bringing water to underdeveloped areas, to UN delegates at a recent general counsel meeting.



## Satisfied Smaller Customers Stay Loyal ... and Even Increase Their Orders

- Parsons says the positive response he's gotten from smaller quantity private label customers not only keeps them coming back, it has turned some of them into larger quantity customers.

"One golf course, which requested a small quantity of private label bottles for a special event turned into a large maintenance customer after they received their order - they liked the bottles so much," Parsons says. "Upselling to larger accounts was an extra benefit we didn't immediately consider when we first bought the printer. But what we've found is being able to offer small runs of labels for clients gives them a chance to test private labeling ventures before committing to a large contract."

The VP2020 also offers Leisure Time customers a stop-gap solution for larger run clients who need a few cases sooner than the 3-4 weeks it can take an outside print house to run labels.

"If a customer needs 20 cases right away, I can send them out at the same time I place their larger order with the print house," Parsons says.

Finally, Parsons says that customers love the fast turnaround time on label prototypes Leisure Time can offer using the VP2020.

"If a client e-mails me a graphic or a photo, I can create a comp of a label in a day and send it back out," Parsons says. "It's fairly impossible to offer that through an outside print house."

## More on VIPColor Technologies

VIPColor Technologies is a leading-edge provider of innovative solutions for the production, management and utilization of package, product, promotion, logistic and location labels across industrial and retail supply chains. We enable on site digital label printing for day-to-day operations. The company's application focus is on net-worked, shop floor batch printing of sophisticated labels to meet mass customization and personalized packaging

needs. Targeted at companies dissatisfied with the long lead-time and large print-run constraints dictated by current label delivery methods, VIPColor is dedicated to creating a new level of labeling value around packaging and identification activities.

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