

ELIMINATE OVERSTOCK • CROSS-CHANNEL MARKETING
CROSS-SELLING • CREATE NEW REVENUE STREAMS

Box-Top™

PROMOTION LABELS

Deliver your messages at only a fraction of the cost of direct mail, and more effectively and with greater visibility than inserts.



Create powerful promotional labels right in your own facility with the revolutionary VP2020 Digital Label Printer from VIPColor.





Customize, print and deliver promotional labels in real-time

with the VP2020 label printer
from VIPColor.

Box-Top Promotions™ enable your company to convert thousands of everyday shipments into a powerful customer retention tool. Now your marketing department can design and print eye-catching promotions which are applied directly on your outbound packages, and shipped to your customers within hours of design.

KEY BENEFITS

Real-time messaging through Box-Top Promotions is a highly visible and effective tool for:

- Eliminating overstocked items
- Cross-selling
- Cross-channel marketing
- Creating new revenue streams

For more information, call VIPColor at 1-800-213-3215 or visit www.More-Label-Value.com.

DESIGN...



PRINT...



**STICK
& SHIP**



Simon Grant

Chief Executive Officer & Entrepreneur



"We used to have trouble reducing overstocked products prior to season's end. Now when we recognize a product isn't moving as we had originally forecast, we can instantly promote it with box-top labels."

ELIMINATE OVERSTOCK

Use Box-Top Promotions to quickly and effectively advertise slow moving products to potential customers, especially important for seasonal items since they have a smaller window of opportunity for profitable sales. Use VIPColor's in-house digital printing equipment to produce up-to-the minute messages printed and placed on your customers' outbound shipments for distribution within hours of design.



Jessica Moran

Marketing Assistant & Shopaholic



"My online catalog company always sticks special in-store promotions on all the packages they ship me. They're great! I spot them immediately and they give me enticing deals and discounts for use in their stores that I just can't pass up."

CROSS-CHANNEL MARKETING

The variable color print capabilities of VIPColor's VP2020 printing equipment is ideal for creating targeted coupons and discounts, or announcing real-time promotions and specials that motivate customers to move throughout your various sales channels. Seamlessly move your customers between catalog, store and website.



Charlie Evans
Computer Programmer & Dad



"I bought a bicycle for my daughter online and when the package came, there was a great offer for a matching helmet right on the box!"

CROSS-SELLING

Studies show that customers who purchase once from an organization are likely to buy again. Utilizing multiple VP2020 printers throughout your organization, you can centrally control local printing, securely across your network. Print one-to-one promotions based on your customers' purchasing history to entice and motivate them to return.



Sally Jurgens
Operations Manager & Innovative Thinker



"My company reduced shipping costs and increased sales by allowing our vendors to advertise on the packages we ship out every day."

CREATE NEW REVENUE STREAMS

The unique features of VIPColor's in-house color printing equipment makes it ideal for creating highly visible, enticing box-top advertising opportunities. Labels containing partner or associated vendor advertisements can be produced in the exact quantities needed for the day's shipping requirements. Implementing paid vendor sponsorships can not only generate new revenue from advertising charges, but can also positively influence sales for both parties.



VP2020™ COLOR LABEL PRINTER

The VP2020™ benchtop label printer from VIPColor enables the production of vivid color labels in the exact run size you need. Produce custom, up-to-the-minute promotions simply and quickly. The VP2020 is simple to operate, easy to integrate into your network, and exceptionally low cost to manage.

VP2020 Product Overview

- ▶ Prints great quality color images at up to 600x600 dpi.
- ▶ Compatible with any Windows-based software. *(Comes standard with a label creation application software.)*
- ▶ The VP2020's internal RIP speeds through label data, even if every label is different.
- ▶ Prints all standard barcodes with high accuracy using state of the art rendering.
- ▶ High speed interfaces Ethernet (10baseT) and USB as standard, with wireless Ethernet (802.11b) as an option to ensure data accuracy.
- ▶ Large 350ml ink cartridges, 8" external diameter label rolls and interactive, user-friendly interface provide for simple and infrequent replacement of supplies.
- ▶ Standard browser-based remote interrogation, when using Ethernet connection, allows for easy monitoring and diagnostics.

**Box-Top Promotion Labels
can be printed in a variety
of shapes and sizes...**



**For more information, call 1-800-213-3215
or visit www.More-Label-Value.com**



ABOUT VIPCOLOR

At VIPColor Technologies we set out with a single goal to redefine label value, developing equipment that allows any company to greatly extend the effectiveness of their labeling, whether in their supply channel or directly in front of their consumer on product, packaging or shelf edges.

As a member of the global Venture Corporation Ltd group of companies, VIPColor is part of a rapidly growing, multi billion-dollar organization offering world-class services in high-tech engineering and manufacturing.

CONTACT US

To learn more about the limitless possibilities of in-house, color-on-demand printing, contact VIPColor at:

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