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# Dyna-Pet, Inc. reels in substantial time-savings & prints eye-catching custom color labels with VP2020 Printer.

For Dyna-Pet, Inc. producing clean, colorful labels is the final ingredient necessary to adorn its bottles of tropical fish products. With tropical fish and aquariums spanning an array of colors that can brighten a room, consumers expect the labels for their pets' products to pop with as much eye-catching color as their fish tanks. That's why finding the right color printer was crucial for Dyna-Pet.

## Small business finds big return with VP2020

- Campbell, California-based Dyna-Pet has been in business for 33 years manufacturing products primarily for tropical fish. In addition, the company has a few lines of products for the small pet industry, such as bird items and vitamins.

For Dyna-Pet, producing its color labels through an outside print house has never been an option. The family-owned company has print runs of varying lengths for the nearly 3,000 different labels it has to print. And since the company doesn't keep large inventory on hand, they are often printing labels for its products as orders come in from its customers.

"The quality of the label is what we like so much about this printer," said Laura Mason of Dyna-Pet. "It really is an ideal solution for a business like ours, as it offers the flexibility we need. So if we need just 10 labels, we can print just 10 and the labels come out looking great."

In fact, right after purchasing the printer, Mason said, the company sent a mailing to customers new and old, that included samples of its labels, to let folks know about its improved printing technology.

"We received comments from a number of our customers telling us how our labels looked so much better," Mason added.

## QUICK FACTS

Customer:	Dyna-Pet, Inc.
Product:	VP2020 Digital Color Label Printer
The need:	Dyna-Pet needed a reliable, on-demand color printing solution to create the nearly 3,000 different labels it needs for its tropical fish product lines.
Key Benefit:	Dyna-Pet now has a color printer that's fast and flexible enough to create quality color labels for not only its own product lines but also its nearly 300 private label customers.
Customer Kudos:	"The quality of the label is what we like so much about this printer," said Laura Mason of Dyna-Pet. "It's really an ideal solution for a business like ours."
Customer Fact:	Dyna-Pet, Inc. of Campbell, Calif. has been a manufacturer and distributor of chemicals, antibiotics and food for tropical fish for 33 years. Their products are sold under the Dyna-Pet name as well as under 300 private label brands.

## VP2020 easy to use and saves time on printing

- Before purchasing the VP2020, Dyna-Pet used a thermal printer for its color label printing needs. The main challenge Mason said the company faced when using the thermal printer was its unreliability and constant maintenance issues.

"Our thermal printer, which we had had for years, was always breaking down," Mason said. "Not to mention, it took the person who printed the labels before me, four hours to print as many labels as I now print in two. She was either dealing with ribbon jams or break downs."

Dyna-Pet has had its VP2020 since March 2003 and Mason feels the company has realized savings in both time as well as printing supplies.

"Before we would have a ton of wasted ribbon with our previous printer," Mason said. "The VP2020 has front loading individual ink color cartridges, so you don't waste ink you don't use often. And for those times we've had challenges, we've always received great customer support for the VP2020. We're very happy with this printer."

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## 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 onsite digital label printing for day-to-day operations. The company's application focus is on networked, 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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