

VP2020 gives Fenner Drives high-tech advantages of in-house, on-demand color label printing.

For industrial products manufacturer, Fenner Drives, staying in step with the latest technological advances is critical to success - and something for which Fenner Drives has built a reputation during its more than 30 years in business.



The Manheim, Penn. company is an industry leader in creating precision timing belts, urethane V-belts and belting, composite pulleys, tensioner, and keyless bushings for conveying and motion transfer applications.

Like most manufacturers, creating labels with variable data has been a long time challenge. That's why when Fenner Drives employees discovered the VP2020 by VIPColor Technologies, they jumped at the chance to use it - a printer which offered flexibility in printing color labels, without the long lead times and costs of using outside printing resources.

"It's more than being an early adopter of every new widget that hits the market that contributes to business success," says Robin Palmer, marketing manager for Fenner Drives. "It's having the insight for adopting smart technological advances - ones that save time, money and keep your company one-step ahead of the competition. The VP2020 has definitely met, and even exceeded, that need for our company."

VP2020 Offers New Possibilities for Label Customization

- Before Fenner Drives purchased the VP2020, the company had a two-tier process for creating color labels with custom information: Employees would preprint thousands of color labels with standard information using an outside print house. When it came time to apply finalized labels to products, employees used a thermal-transfer printer to create the final bar-code data on the label.



QUICK FACTS

Customer:	Fenner Drives
Product:	VP2020 Digital Color Label Printer
The need:	Fenner Drives needed a new way to effectively create customized color product labels for the company's different product lines.
Key Benefit:	Fenner Drives now has a flexible in-house, custom color printing solution that has improved its products' look and feel and increased marketing opportunities.
Customer Kudos:	"Not only can we print labels when we need them, we also get a very attractive look with the product photos, which we didn't have before," said Robin Palmer, marketing manager for Fenner Drives. "It's a value-add that we think really upgrades our products' look and, in turn, enhances our image."
Customer Fact:	Fenner Drives, in Manheim, Penn., is an industry leader in producing precision timing belts, urethane V-belts and belting, composite pulleys, tensioners, and keyless bushings for conveying and motion transfer applications.

"The major challenge we faced before buying the VP2020 was that our previous color labels were fairly generic and any custom information was added in later using our thermal printer, so the labels could look a little inconsistent," Palmer says. "With the VP2020 we produce clean, high quality labels in one run. And we can print as many - or as few - as we want, allowing us to customize our labels to include key marketing elements like customer logos, product descriptions and even a color photo of the product."

Since purchasing the VP2020, the company's designer has created more than 100 different label designs, with color and customized text for each different belt variety. The designer has also been able to develop labels with color graphic elements that match the belt color.

"Being able to get to that level of detail, where colors on the label match the product inside, gives our company an additional quality assurance check during packaging," Palmer says.

"Our labels are now very colorful, making our products easier to identify."

Color-on-Demand Keeps Fenner Drives Flexible to Respond to Customer Needs

- One of the key elements Fenner Drives benefits from by using the VP2020, Palmer says, is the company's ability to respond to changing customer demands. If sales for a particular product goes up or down, employees can create custom color labels as demand rises or falls. Fenner Drives can also change out designs, upgrade photos and even create new labels for new products with ease.

"The last thing we want to do is hold up a customer shipment because of a labeling or label-printing issue," Palmer says. "With the VP2020, we no longer have that problem of going to an outside printer, paying plate charges for new designs and then waiting two to three weeks for new labels to arrive. We do any and all changes here, and at a fraction of the additional cost and time."



In-house Label Printing Solution Offers New Marketing Opportunities

- The new, quality, custom color labels have thrilled Fenner Drives management since it gives the company a chance to co-brand with distributors and market itself to customers right on the products they receive - the company simply adds distributor logos and the Fenner Drives logo and tagline to the labels.

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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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