

# VP2020 prints custom color labels that keep Hollar Seeds shipping to farmers around the world

For agricultural seed manufacturer, Hollar Seeds, a picture is worth a thousand words. With a color photo on the product label, farmers from anywhere in the world can easily distinguish honeydew melon seeds from pumpkin seeds with just a glance.



However, since the Rocky Ford, Colo. company exports seeds to different countries, all with varying label requirements, creating custom color labels for each product was a mounting challenge. But labeling went from challenging to problematic for Hollar Seeds when a key Middle East country export customer imposed stringent labeling requirements - including color labels and information laid out a certain way on the label.

## Having it All: Color Product Labels That Show and Tell All

- Since 1950, Hollar Seeds has specialized in the production of cucurbit seeds - the family of seeds that grows into varieties of squash and melon. As a contractor to farmers around the world, labeling has always posed somewhat of a challenge for the company. Each label not only has to identify a product but it must include specific tracking numbers - like weight, lot number and germination test dates - to meet federal labeling requirements. In addition, since Hollar Seeds ships to farmers in 45 countries, labels often have to be translated into different languages.

Most importantly, each label requires a color picture depicting the fruit seed inside the bag or can so international farmers can identify the seed without reading a word of English. But outsourcing to a print house with short runs of customized color labels for each country Hollar Seeds shipped was not an option. With so many shipping destinations requiring such varied information - as well as changing requirements from year to year - the company's print jobs were turned down by outside print houses.

## QUICK FACTS

Customer:	Hollar Seeds
Product:	VP2020 Digital Color Label Printer
The need:	To print quality color labels, which also meet the diverse labeling requirements of the 45 countries Hollar Seeds exports to.
Key Benefit:	The VP2020 gives Hollar Seeds the flexibility to print customized color labels in-house and on demand for its varied label needs. In addition, Hollar Seeds saves on storage of large quantities of preprinted labels.
Customer Kudos:	"With the VP2020, I can take a picture of the product, put the picture on the label, include the specific requirements of the country I'm shipping to and print it out," said Andy Hollar, CFO of Hollar Seeds.
Customer Fact:	Hollar Seeds has specialized in the production of cucurbit seeds since 1950. Dedicated to not only growing but also the research and development of improving cucurbit varieties through practical plant breeding efforts, not hybrid or genetic engineering.

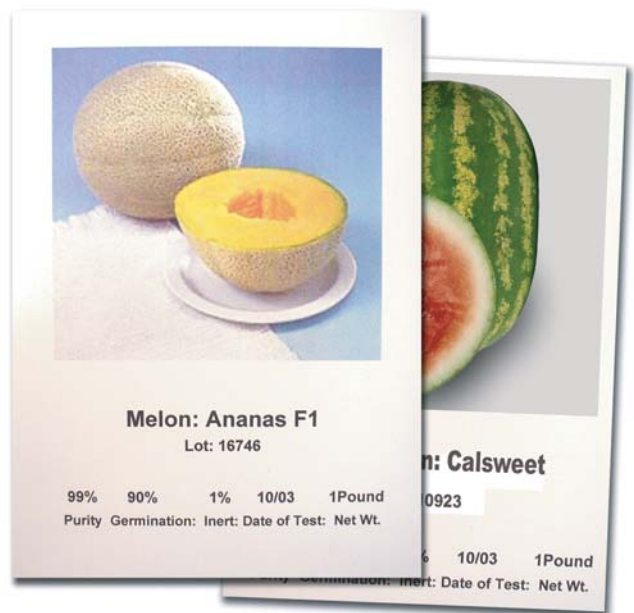
Instead, the company would mass produce generic color photo labels with a print house and store them onsite. The labels left room for employees to add in custom information, using secondary labels, to meet the specific labeling requirements of each shipping destination. Company officials admit label-on-label wasn't the perfect solution, but it served their needs well enough - that is until one Middle East country started requiring color labels with information ordered in such a way that they couldn't meet the country's label requirements with their existing system.

"We had always dreamed of being able to produce our own custom color labels for our packaging, but we had no pressing need to change from our preprinted labels until a good customer in the Middle East announced stricter labeling requirements," said Andy Hollar, CFO of Hollar Seeds. "That's when we began searching for a color printing solution flexible enough to meet all our labeling needs."

When Hollar discovered the VP2020 by VIPColor Technologies, he knew he found the remedy for his seemingly insurmountable labeling dilemma.

"One of the first advantages I saw was that I no longer have to stock pile large quantities of labels," Hollar said. "With the VP2020, I can make as many, or as few, labels as I need. I can then take a picture of the product, put the picture on the label, include the specific requirements of the country I'm shipping to and print it out."

**"I can...put the picture on the label, include the specific requirements of the country I'm shipping to and print it out."**



## VP2020 Sows Seeds of Labeling Success for Hollar Seeds

- Hollar said before the VP2020, low volume items like gourds and other novelty fruit seeds carried generic labels, with no pictures.

"Now we're able to more accurately represent the fruit on all labels," he added. "Even the old preprinted labels did not necessarily depict the actual varieties as accurately as we can now. With a digital camera and the VP2020 we can have exact photos on every label if we wish."

In addition, Hollar Seeds can easily print labels in other languages or for private label customers - clients who want to sell the company's products under their own custom labels.

"Once we starting using the VP2020 in practice, we realized we could do so much more," Hollar said. "We are only just realizing its potential now."

Hollar says while he doesn't have exact numbers, he knows the VP2020 is saving the company time in labeling and he expects the printer to pay for itself in about six months

## 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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