

CUSTOMER STORY

general distribution



VIPColor gives Jelly Belly® Candy Company a sweet solution for its customized color label needs

For the Jelly Belly® Candy Co., color is crucial. Known the world over as the original gourmet jelly bean, Jelly Belly candies span an array of colors from cherry red to lemon yellow to licorice black - and everything in between. So everything that carries the Jelly Belly brand - from packaging to labels - has to pop with as much color and excitement as its creative candy. That's why finding the right color printer to handle its in-house product labeling needs was critical for Jelly Belly.

Craving Color Prints that Pop

- Jelly Belly's distribution team in Fairfield, Calif. is primarily responsible for fulfilling all orders made at www.jellybelly.com. Two to three times each week, Jelly Belly staffers need to print 4,000, 4"x6" full color labels to be placed on 1-kg. bags of Jelly Belly candies for shipping.

For Jelly Belly, getting its color labels through an outside print provider has not been an option. The company's print runs are too small to get a reasonable price from a print provider. Its labeling needs are also on an as-needed basis to fulfill shipping demand. However, being a world-renown brand, Jelly Belly refused to compromise on quality - it needed an affordable in-house printer that would create a high-quality color label every time.

So when Dave Moody, director of Distribution for Jelly Belly's Fairfield factory, first saw a demonstration of the VP2020 through Santa Clara VP2020 distributor, Redline Solutions, he knew he found the perfect printing solution.

"What drove our decision to buy the VP2020 was the quality of the label it produced - it knocked our socks off," Moody said. "We went from printing at 200dpi on our previous printer to 600dpi on the VP2020 - and it cost thousands less than the in-house color printer we were using."

QUICK FACTS

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| Customer: | Jelly Belly® Candy Co. |
| Product: | VP2020 Digital Color Label Printer |
| The need: | Jelly Belly prints 4,000, 4"x6" color labels, two times a week. The company bought the VP2020 to replace its previous thermal color printer, which required five hours of dedicated employee time to operate a single print run. |
| Key Benefit: | Savings in employee time and flexibility in label design and print quantity. |
| Customer Kudos: | "What drove our decision to buy the VP2020 was the quality of the label it produced - it knocked our socks off! And it cost thousands less than the color printer we were already using." |
| Customer Fact: | Jelly Belly touts itself as the original gourmet jelly bean, made popular in the 1980s because of its world famous fan: President Ronald Reagan. |



Redefining Label Value

Additional Benefits of Color-on-Demand

- In addition to the quality of print, Jelly Belly distribution employees have found they can print as little as one label at a time or as many as 1,000 full-color, 4"x6" labels in an hour. That flexibility allows them to offer customized labels and new designs.

"The flexibility is great because we can make up labels for small print runs and custom labels for baskets, which we couldn't do before," Moody said. "We can even do a mock of a new design and print out just one label to see how it actually will look, before making a major commitment of time or money."

Moody says some of Jelly Belly's future plans for the VP2020 include creating custom corporate branding labels for gift baskets and color labeling for keeping better track of seasonal stock.

Ease of Use

- Before purchasing the VP2020, the Fairfield factory created their labels in-house using a 4-color thermal printer. The main challenge Jelly Belly employees faced using a thermal printer was its unreliability and constant maintenance issues. Moody said the printer broke down regularly and would need to be shipped to an east coast office for servicing.

Even when the printer worked, Moody had to dedicate an employee to monitor print runs. A person would spool through the color ribbon to ensure everything on the run was adjusted. That same person would then stand by and monitor the printer for any potential problems - a task that would take up to five hours to complete.

"That was a significant problem because watching a print job meant the employee was away from

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computer, phone and e-mail - meaning I lost use of that employee for those hours," Moody said.

With the VP2020, Moody and his staff realized an immediate savings in labor hours.

"We no longer need to staff a person to be away from their desk for five hours or waste additional hours on maintenance issues," Moody said. "Any employee can run labels from their desk. It takes 10 minutes to start, and with the printer nearby, they can hear the unit running."

Moody also likes that the VP2020 doesn't require a special workstation to operate. It can run from any computer running on a Microsoft operating system, making it easy to use. Maintenance on the printer is also simple - just replace any of the large 350ml ink cartridges located conveniently on the front of the printer.

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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