



VP2020 Printer decrease cost, increases effectiveness of retail display labeling for Lisle Corp.

When most folks think of tools, color may not be the first thing that comes to mind. But for 100-year-old Lisle Corp., an automotive tool manufacturer in Clarinda, Iowa, the road to increased sales has been fueled by color.

Color coordinated shelf labels not only help Lisle resellers and sales representatives assemble its prepackaged tool displays with ease and accuracy, but also help stock clerks identify restocking needs or mis-stocked items with just a glance. More importantly, color coordinated shelf labels help Lisle customers find the tools they need with ease.

But while Lisle has long understood the power of color shelf labeling, finding a cost effective way to produce color labels was a major challenge.

Creating Color Labels with Lower Cost

Lisle, a diversified manufacturer, is known primarily for its specialty automotive tool line. It boasts an inventory of more than 400 automotive tools, sold around the world under its own brand as well as private labels.

As a service to retail stores, Lisle offers free display racks - all stores have to do is purchase Lisle tools to fill them. Each display rack comes complete with "...hooks, plan-a-gram label strips, color-coded tool finder, and easy set-up instructions..." said Jon Bielfeldt, advertising manager for Lisle Corp.

But the displays were a costly venture because of one detail - the plan-a-gram label strips. These color-coded strips, ranging from 31" to 48" long, attach on the row just above the display hooks and guide store employees in easily organizing and restocking tools on the rack. Until this year, Lisle used an outside print shop to create these labels, at a cost of between \$5 and \$10 for each set of display strips.



Redefining Label Value

QUICK FACTS

Customer:	Lisle Corporation
Product:	VP2020 Digital Color Label Printer
The need:	Lisle creates custom display racks that feature color shelf labels, which make organizing and restocking shelves easier for retailers. Until now, the only way Lisle could create these labels was to outsource the job to a print house - a costly option at between \$5 and \$10 for each set of display strips.
Key Benefit:	The return on investment: Lisle realized a 90 percent drop in per label cost after six months using the VP2020.
Customer Kudos:	"Buying the VP2020 makes for a pretty quick return on investment," said Jon Bielfeldt, advertising manager for Lisle Corp. "We bought the printer in January and by June it had already paid for itself, saving us thousands each year in color printing costs."
Customer Fact:	Located in Clarinda, Iowa, Lisle is a diversified manufacturing company.

"If you work with print shops, the cost of the job is in the set up and the initial press run," Bielfeldt said. "Once the printing press is running, you have to produce mass quantities to realize any cost efficiencies. For us, that meant we had to print enough labels to last us three years."

Still, creating the color labels was expensive and by producing so many at once, Lisle sacrificed the ability to update labels to feature hot new sellers on its shelves.

Lisle realizes 90% cost savings after six months using the VP2020

- Frustrated with printing press costs and the inability to have shelf labels that reflect current product offerings, Bielfeldt knew he had to find a more cost-effective and efficient way to create color labels. When he discovered the VP2020 on the Internet, he immediately approached Lofton Label, a reseller of VIPColor printers, to see the high-quality, ink jet printing solution for himself.

Working with Lofton to develop a custom label stock and set up, Lisle found the cost-effective in-house color printing solution it sought.

"Buying the VP2020 makes for a pretty quick return on investment," Bielfeldt said. "We bought the printer in January of this year and by June the VP2020 had already paid for itself, saving us thousands of dollars each year producing color labels."

"Buying the VP2020 makes for a pretty quick return on investment"

demand calls for it," Bielfeldt said. "We have it set up so that everyone in the department is trained to print. We maybe spend five or 10 minutes to set a print run up and then we leave it alone. It's that simple."

VP2020 Offers High-Quality, Custom Print Solutions

- Another benefit Lisle realized using the VP2020: It can now produce a higher quality product label for private label customers.

Easy-to-use, In-house Color Printer

- Since Lisle employees didn't put any labor into printing labels before, they wanted a solution that was simple to use. With the VP2020, they got just that.

"We may print 10 labels one day, 100 the next and we can change out tools on the display labels whenever

"Sometimes we have private customers that want 200 of an item under their label and now we can produce a color label for the limited-edition line that has their logo and looks good," Bielfeldt said. "The VP2020 also helps with our low-volume products which need labels, that previously would've been expensive to print at quantities of under 1,000. Now we can create labels that have a photo, a UPC code and look professional."

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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