

■ ■ CUSTOMER STORY  
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# VP2020 helps Northridge Gardens make smooth transition to Private Labeling Business

When Northridge Gardens President, Bill Rigby, stumbled upon the Moisturizing Massage Bar for the first time, little did he know he had discovered a fast growing business opportunity. Since purchasing the beauty care product in 1999 from the Centralia, Wash. family that originally created the unique moisturizing bar, Rigby says demand for Northridge Gardens products have continued to grow year after year.

Now, the Seattle-based body care manufacturer sells its products to 1,700 stores throughout the United States and offers lip balm and body lotion in addition to the company's flagship Moisturizing Massage Bar.

However, the company's newest endeavor - private labeling products for clients - is the latest in a line of successful business decisions, made possible by a simple purchase in 2002: the VP2020 printer.

"At the rate our private labeling business is going, we're going to have to buy a second machine," Rigby says.

## VP2020 Opens New Business Ventures for Northridge Gardens

- Rigby says the idea to private label Northridge Garden products had been in the back of his mind for a while. Before discovering the VP2020, he even dabbled with creating private labels using a regular laser printer, the kind found in home or small offices.

"We created private labels before with black ink on pieces of paper that we ran through a laser printer," Rigby says. "They looked awful."

### QUICK FACTS

Customer:	Northridge Gardens
Product:	VP2020 Digital Color Label Printer
The need:	To create private labels for customers who want to sell Northridge Gardens popular Moisturizing Massage Bar and lip balm products under their own labels.
Key Benefit:	The VP2020 allows Northridge Gardens to create full-color, professional looking labels at a fraction of the cost of printing with an outside print house.
Customer Kudos:	"This printer has allowed our company to do more than we envisioned," says Bill Rigby, president, Northridge Gardens.
Customer Fact:	Seattle-based Northridge Gardens is a body care manufacturer, most known for its unique Moisturizing Massage Bar.

When Rigby saw a demonstration of the VP2020 at a packaging show, he knew he'd found the answer to his private labeling challenge and he purchased one almost immediately. Northridge Gardens became VIPColor Technologies' first customer in the Pacific Northwest. The company currently uses the printer to create private labels for its Moisturizing Massage Bar and its popular line of bees wax lip balm.

"People love the labels," Rigby says. "They are full color and professional looking. In fact, there are some labels we produce I like better than our own."

## ■ VP2020 Easy To Use and Saves Time On Printing

### **Cost-Effective, Quality Color Labels On Demand:**

Rigby says private labeling is a snap with the printer. He can produce a few hundred labels for a one-time shot customer or create labels on an ongoing basis for his many regular private label customers - all at a cost he can afford.

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"The VP2020 not only paid for itself in six months, it has resulted in additional sales," Rigby says. "Even if we do a run of 1,500 labels, it's still cheaper than spending 35 cents a label with a print house."

### **Ease of Use and Durability:**

Cindy Easter, Northridge Gardens office manager who runs most of the print jobs on the VP2020 says she likes how easy it is to change labels in and out of the machine and the advanced menus that let her know the status of the ink cartridges and print heads. "The printer is easy to run," Easter says. "We use it about once a week to run all the labels we need for that week. We've had it more than a year and we still have the original ink cartridges. I'm surprised the ink has lasted this long."

### **Getting Creative with Marketing, Client Retention:**

In addition to its private label business, Rigby has used the VP2020 to create gift baskets for his regular customers. "This printer has allowed our company to do more than we envisioned," Rigby says.

## **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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