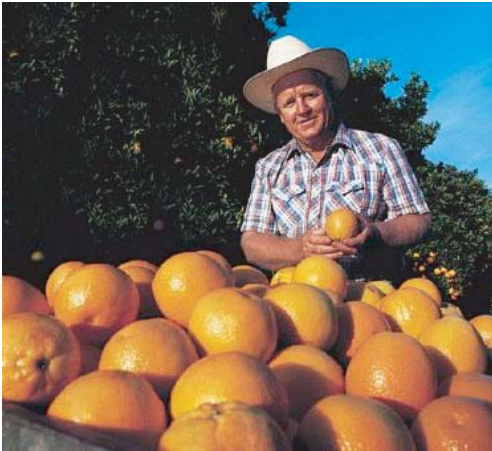


VP2020 gives Peterson Family on-demand color printing solution for award-winning product labels

 CUSTOMER STORY
general distribution



For California growers Peterson Family, they know selling produce takes three essential ingredients: a high quality fruit that tastes great and comes in appealing, secure packaging. For this diversified farm operation - located in Kingsburg and operating since 1908 - sometimes finding the right combination is unpredictable.

Volatile weather conditions can hurt crop production. Unforeseen consumer market conditions can also affect produce consumption, making developing new product lines and new designs for private label customers a challenge. A great harvest of tri-color grapes and an eye-catching label and package can sell like hotcakes or languish on the shelf.

Purchasing VP2020 Pays Off for Peterson Family

- The Peterson Family manages a diversified farm operation in California's agricultural heartland. The family grows peaches, plums, persimmons, many varieties of table grapes, and wine grapes, which are found under a variety of private labels at high-end markets and large warehouse stores. The family also raises chicken, which sells primarily in the Asian market.

Prior to purchasing the VP2020, Vernon Peterson did what many produce growers do: He would design a label and then print a large number of color labels with an outside printing press, which he then stored for harvest time.

"Before the VP2020, the best we could do was take our best shot at creating a product line or private label for a customer months before harvesting," Peterson said. "At that time, we were stocking three different labels for all our produce. It was a nightmare. We always had wasted

QUICK FACTS

Customer:	Peterson Family
Product:	VP2020 Digital Color Label Printer
The need:	Peterson Family growers needed a flexible, cost-effective way to produce custom quality color labels for its clamshell fruit packages.
Key Benefit:	Peterson Family now has a color printer flexible enough to create quality color labels to meet both its fluctuating produce crops and consumer demand.
Customer Kudos:	"Now, a customer can ask us on Wednesday for a new package design and by Friday we have a real package to show them," said Vernon Peterson, head of the Peterson Family operation. "The VP2020 has a benefit for people who are in a fluid, ever-changing business environment."
Customer Fact:	Peterson Family, located in Kingsburg, Calif., is a grower of peaches, plums, persimmons, varieties of table grapes, and wine grapes. The family farm also raises chicken.



Redefining Label Value

inventory of labels if a product line didn't fly, which probably equaled the cost of the VP2020. Not to mention, we'd end up with low inventory on the labels we ended up using a lot."

Peterson learned about the VP2020 from a former-supplier-turned-distributor.

"I think we were the first to write a check for the machine," Peterson said. "For us, the VP2020 definitely solved our labeling needs. The main thing: there was no more guessing in April what people would buy in September."

Now in its second year using the VP2020, Peterson prints upwards of 2000 labels per day. Peterson and his employees have the flexibility to print as many - or as few - of any label design they need for a given package without having to buy a large quantity of pre-printed labels. And the quality of the print from the VP2020 was good enough to earn the Peterson Family's California Collections label recognition as an award-winning label by Packer

Magazine. The label surrounds the outside of a clamshell package - a clear plastic box with hinged lid. The tamper-proof label offers consumers peace of mind that the fruit has been washed and packaged at the farm without anyone else touching it on its way to the store.

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"The VP2020 has a benefit for people who are in a fluid, ever-changing business environment," Peterson said. "This printer gives business owners the flexibility to design new and colorful labels to fit changing business needs, when you need them."



Additional benefits of VP2020:

- **VP2020 saves Peterson Family from storage hassles:** With the VP2020, storing large quantities of labels - some of which may never be used - is no longer an issue for the Peterson Family. "Not having to store the labels has freed up a lot of room for us," Peterson said. "Not to mention, the printer is small enough, we have it practically out there on the orchard printing as the crops come in."
- **Printing flexibility empowers Peterson Family to test market label designs:** Since the VP2020 allows users to print as few as one label at a time, Peterson is able to design new labels, show sample packages to customers and ask for their input on the design. "That was something we couldn't do before," Peterson said. "Now, a customer can ask us on Wednesday for a new package design and by Friday we have a real package to show them."

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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