

CUSTOMER STORY

general distribution

Sedona Labs, Inc. finds solution for short-run, high-mix & private labeling needs by using VP2020 printer



For natural supplement manufacturer, Sedona Labs, Inc. labels need to do more than list a name, display ingredients and detail what ailments the product treats. Product labels help draw customers in and influence buyer behavior. So the labels on every Sedona Labs bottle need to be visually appealing, pop with color pictures and offer easy-to-read facts for consumers.

But producing high-quality, color labels for all its product lines proved difficult for the Cottonwood, Ariz. company. While mass-producing color labels with an outside print house for its larger, more established product lines was cost-effective, it was challenging for Sedona Labs to create the same quality, color labels for its low volume and newer product lines.

Quality Color Labels for Small Product Lines - Challenge of Time and Money

- Sedona Labs specializes in products that support digestive health. It is the first company to produce a synergistic family of high-quality products that supports digestive tract health and, according to the company, which promotes better overall health. The company has built a reputation as suppliers of the highest quality probiotics, prebiotics and related products in the United States and abroad for the past nearly 20 years.

With a reputation of quality to uphold, the company needs product labels that reflect its status in the marketplace. Therefore, labels need to be in color and offer appealing, consumer-friendly packaging that stands out on the retail shelf. But before purchasing the VP2020, finding a print house to handle Sedona Labs' small print run jobs was rarely easy - or affordable.

"The 500-label runs for our newer and low volume product lines were often too small for outside printers to justify the press set up charges for the

QUICK FACTS

Customer:	Sedona Labs, Inc.
Product:	VP2020 Digital Color Label Printer
The need:	Sedona Labs needed a flexible, cost-effective way to produce quality color labels for its new, smaller lines of natural health supplement products.
Key Benefit:	Sedona Labs went from spending up to \$0.50 a label with a three week turnaround to printing custom designed color labels in-house, as needed at a cost of only about \$0.05 a piece.
Customer Kudos:	"With the VP2020, I can print custom color labels within hours, sometimes minutes of a request," said Susan Hook, graphic design manager for Sedona Labs.
Customer Fact:	Sedona Labs is "The Digestive Health Specialists" and the first and only company to produce a synergistic family of high-quality products to support the health of the entire digestive system.



Redefining Label Value

labels," said Susan Hook, graphic design manager for Sedona Labs. "And for those times when we could get a printer to take the job, we had to settle for crack-and-peel labels on 8-1/2" x 11" at a cost of up to 50 cents a piece and with a wait time of between two and three weeks."

The result, Hook said, was a loss of nearly a month of time-to-market waiting for labels, which had to be manually applied by Sedona Labs employees.



Small Color Print Runs Become a Snap for Sedona Labs with VP2020

- When Hook learned about the VP2020 her biggest concern before purchasing was ensuring the quality of label it produced.

"I wanted to see how the VP2020 would work with one of our original files," Hook said. "So I sent the sales rep a typical file of ours for him to print out on the VP2020. When he sent our sample back, I could immediately see the print quality was there."

The VP2020 meets the following needs for Sedona Labs:

- Affordable Color Printing:** With the VP2020, Hook said what once cost the company \$.50 a piece to produce with an outside printing house now costs \$.05 a piece. In addition, the labels are produced on actual label stock that can run through a labeling machine, saving money and employee hours the company used to spend to have the crack-and-peel labels applied by hand.
- Color-on-demand:** Hook said she can now give her sales staff quality color labels within hours - sometimes, minutes - of a

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

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request. "Just recently, I created three different labels to mock up bottles which were taken to a show," Hook said. "At the show, we got input from people there to help us decide the best design for a new product label. We could never have done that before."

- Private Labeling for Customers:** Having the VP2020, Sedona Labs can now offer private labeling more cost effectively to its customers. "Before, private labeling was costly for us because we had to send these custom labels to an outside printer," Hook said. "With the VP2020 we can print what we need and realize more of a profit from these requests."

- Software Compatibility:** "A big selling point on the VP2020 is there are no software compatibility issues," Hook said. "I experimented with my own programs and found the VP2020 accepted the myriad of graphic programs I threw at it."

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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