

VP8020 in-house printer gives Victory Enterprises control over demanding color printing needs

CUSTOMER STORY general distribution



For pharmaceutical drug manufacturer Victory Enterprises, S.A., proper labeling is critical to the final production of the company's products. Not only do they need to ensure every bottle of over-the-counter drugs and antibiotics they produce is labeled correctly to meet stringent governmental regulations, they must

also be able to react immediately to incorporate the new changes as well as produce the labels quickly and efficiently to get their products to market to meet demand.

"Printing is something we've always wanted to control ourselves because of our diverse printing needs," says Juan Carlos Macklis, who oversees manufacturing for the Tijuana, Mexico-based company. "But we wanted a low-cost, simple printing solution that gave us near print-house quality color labels without the printing press."

After trying two previous business color printing solutions that didn't quite meet Victory Enterprises' needs for speed and quality, Macklis and his team discovered the VP8020 printer by VIPColor Technologies, Inc.

"When we first saw the VP8020 at a printing show, we were amazed at its printing capacity and speed - especially for as compact as the machine was," Macklis says.

Professional quality labels on site and on demand

- From boxes to bottles, Victory Enterprises has a wide range of printing needs for the drugs and medical devices it produces for clients such as the Mexican Health Authority and some of Mexico's largest drug store chains and hospitals. Product labeling laws in Mexico are strict and require labels to include proper identification of a drug, its ingredients and the warning disclaimers, among other regulations.



Redefining Label Value

QUICK FACTS

Customer:	Victory Enterprises S.A.
Product:	VP8020 Digital Color Label Printer
The Need:	To print high quality, color product labels in-house in an effort to control costs and save time.
Key Benefit:	The VP8020 offers Victory Enterprises a printer that can handle the high demands of its 24-hour print runs, while still producing high quality color labels.
Customer Kudos:	"For us, we have seen firsthand that it is more cost-effective and time-efficient to print in-house than with an outside printer," says Macklis
Customer Fact:	Based in Tijuana, Mexico, Victory Enterprises is dedicated to the manufacture and conditioning of human pharmaceutical products, such as over-the-counter medications and antibiotics, and veterinary drugs.

In addition, Macklis says, packages must have a properly color-coded label to ensure drugs are stored correctly in the company's temperature-controlled warehouse. The color-coded system reduces the chance of storing drugs in the wrong area of the warehouse. (In general, colored packaging labels can help companies significantly reduce supply chain, since a color bar makes it easy to identify an out-of-place package on the shelf with just a glance.)

With so many printing needs, Macklis says his company wanted to print labels and package their products in-house to help manage their labeling, control costs and save time.

"The main benefits of the VP8020 are the speed and durability of this relatively compact printer," Macklis says. "With the VP8020 and the full range of packaging machinery and label applicators we've purchased, we are able to print during all three shifts every day if needed, and the printer can handle it."



own printing and labeling system showed that in the first ten months of ownership, Victory Enterprises has lowered post-production costs of their drugs by about 70 percent.

"For us, we have seen firsthand that it is more cost-effective and time-efficient to print in-house than with an outside printer," says Macklis. "The VP8020 offers us a simple printing solution that enables us to create professional-grade labels in the quantity we need, right here in our manufacturing facility."

In the first ten months of ownership [of a VP8020], Victory Enterprises has lowered post-production costs of their drugs by about 70 percent.

Beyond labeling

- Besides creating labels for their products, Macklis says his company's onsite design team uses the VP8020 to print newsletters, pamphlets and publications. Victory Enterprises also own a VP2020 printer, VIPColor's smaller benchtop digital printer, to help with such essential functions as mock ups of color labels or marketing materials for new drugs or smaller run printing jobs.

"These printers are simple to use and very handy," says Macklis. "As our production lines increase, we will purchase another VP8020 to help keep up with demand."

Since purchasing the VP8020, Victory Enterprises prints and applies 20,000 labels to its pharmaceutical packages during an 8-hour shift, giving the company significant control over label printing and post-production. Macklis says a recent study the company did to evaluate the investment of its

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 on site digital label printing for day-to-day operations. The company's application focus is on net-worked, 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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