



# CASE STUDY: DUTCH COLONY Coffee Labels



## CHALLENGE

Dutch Colony's steady following among its customers in Singapore and overseas can be credited to its bean-to-cup approach where they source for high-quality green beans that are roasted in small batches by well trained professionals."

Importing the finest coffee beans from all over the world and roasting them to perfection, Dutch Colony offers more than 50 different products. Today, Dutch Colony packs and sells between 300 to 1,200 bags of coffee beans weekly. Dutch Colony not only has to deal with erratic orders, it faces volatility in supply due to coffee bean seasonality.

To manage this demand-supply volatility and to resolve its logistical challenge for packaging labels, Dutch Colony turned to rubber stamping.

## ABOUT US VIPColor Technologies

VIPColor Technologies a division of Venture Corporation has been providing innovative digital color label printing solutions since 1998. We engineer, manufacture, and sell printers that produce high quality color labels used for many diverse applications.

Through the years, our industrial printers have been used by FORTUNE 500 companies globally. Our printers have helped streamline workflows, and raise productivity and product quality while improving bottom lines. With the ability to print fast, on-demand and cost-effectively, we aim to bring convenience and flexibility to our small to medium and enterprise level clients.

Businesses challenged by a high mix of products and offerings, along with small batch jobs, find our digital solution compelling and adding value to their process. VIPColor is dedicated to creating a new level of labeling value around packaging and identification activities by servicing customers in over 35 countries.

## SOLUTION

In anticipation of growing product offerings and the continuing volatility in demand and supply, the founders of Dutch Colony embarked on a search for a better and cost effective labelling solution that can scale with its business, Through an intensive search, they came across VIPColor's VP700 Digital Color Label printer. Following consultation with VIPColor's sales representative, Dutch Colony realized it has found the perfect solution to it's labelling challenge!

## RESULT

The VIPColor Technology VP700 not only solved Dutch Colony's unique packaging issues, it opens up many other possibilities which were unimaginable with rubber stamping. Dutch Colony can now print labels with new content anytime and run promotions with QR barcode. Most importantly, it enables Dutch Colony to generate sales among existing clients by directing them to its website for the latest product offerings, coffee education and information on it's cupping events. To the founders, the most desirable outcome of switching to VIPColor VP700 is it gives Dutch Colony the ability to WOW its valued customers with personalized labels for their commemorative events or special occasions.