

CASE STUDY: CANDY LABELS

Espez Candy



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.

CHALLENGE

Espez Candy a leading manufacturer of children's novelty candies has experienced significant growth in recent years. As the company continues to expand, so has the need for additional label styles, logo designs, customizing counts and packaging orders to address specific client needs.

This coupled with the speed of reaction needed in this ever expanding business presented many challenges that traditional label printing providers just couldn't address. The requirement of meeting minimum order quantities set by print providers along with costly setup fees and wait times presented additional challenges which only compounded the issue. This also limited Espez Candy's ability to design and print on demand in real time onsite in the precise quantities needed.

SOLUTION

Fred Scharar - General Manager recognized the need in developing a fresh new approach to their candy lines. With that in mind he set out to find better methods for producing their packaging product labels. This lead him to the VIPColor Technologies VP700 Label Printer which he identified as the solution which would enable Espez Candy to expand their product lines real time and explore their creativity in label design and quantity counts to meet their ever expanding product lines. Having this flexibility allowed Espez Candy to take their label design to new heights by taking full advantage of the VP700 Label Printer's 1600 dpi resolution and the ability to print on a wide range of label medias.

RESULT

Fred Scharar has expressed with great enthusiasm how VIPColor Technology's VP700 Label Printer has impacted his company immediately after being installed. At a recent trade show in Las Vegas he said;

"The VP700 Label Printer has changed my life! – Fred Scharar"

Espez Candy now has the flexibility of designing and printing labels for their expanding candy lines onsite in the quantities they need, when they need and on the label stocks of their choice. This has allowed them to satisfy their clients by elevating the look and feel of their labels by taking advantage of the print image quality found in the VP700 Label Printer. The printer was such a success that in December 2017 Fred decided to purchase his 2nd unit to meet the successful growth of his candy lines which we think is pretty sweet!