

## PROFILE

**NAME:** Dr. Bob's Naturals  
**LOCATION:** Lansing, MI  
**FOUNDED:** 2015  
**WEBSITE:** watershed.net

## CHALLENGE

Find an affordable color label solution to cut costs and effectively produce labels of various quantities and sizes, streamlining efficiency so Dr. Bob's Naturals can deliver the healthiest products on Earth to customers at an affordable price.

## SOLUTION

Epson® ColorWorks® C3500 color label printer delivers high-quality color labels that can be printed on-demand, with the ability to reduce label costs and waste.

# On-Demand Labels for an On-Demand Business

## Dr. Bob's Naturals Finds an Easy and Effective Real-Time Color Label Solution with Epson

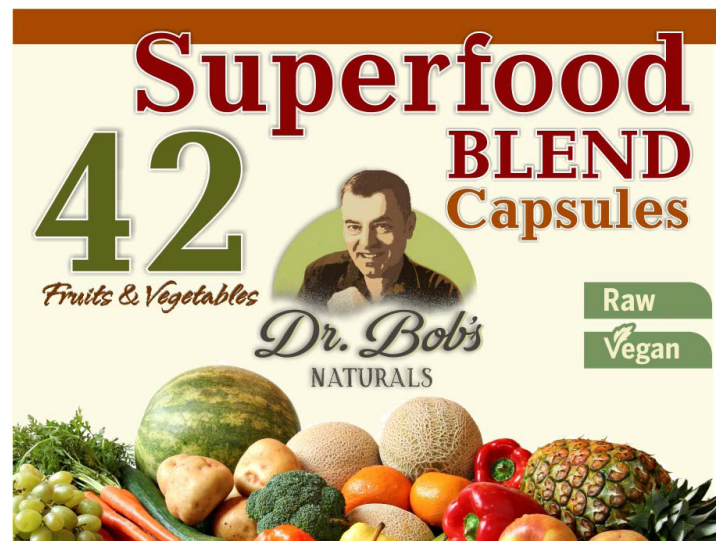
Bob McCauley was tired of throwing out product labels — either because information had become obsolete or a mistake had been made.

“People would send me labels to put on products that were totally wrong. We had to throw them all away and re-do the labels,” he says.

McCauley runs Dr. Bob's Naturals, the largest importer of chlorella and spirulina in North America and one of the largest importers of water ionizers. McCauley started his business in 1993, bottling Premium Natural Water in his basement and selling it to convenience stores and supermarkets throughout Michigan. After several years of growing his business, and ultimately becoming a contract packager, McCauley's tired label printing solution was in need of a facelift.

### Finding a New Label Solution

In 2018, McCauley attended SupplySide West in Las Vegas, looking for a color label printer that would allow his company to



launch new products immediately and create full-color labels of various sizes.

“As a co-packer, we do a lot of repackaging, and we print full color pouches for some products. We do all our own in-house labels, including the design — some are 4" x 4" and some are 2" x 6",” he says.

McCauley found Epson at the show, and after the impressive ColorWorks C3500 demonstration, he contacted Steven Kuperus

**“With ColorWorks, we can print labels as needed in real time, rather than committing to 3,000 labels and then not using them.”**

— BOB MCCAULEY, CEO, DR. BOB'S NATURALS

at Advantage Label and Packaging in Grand Rapids, Mich. to order his printer.

“The ColorWorks was a solution that would allow us to do small label runs for an affordable price,” says McCauley. “We’re also starting to do private labeling, where we put individualized labels on products, and with ColorWorks, we can print labels as needed in real time, rather than committing to 3,000 labels and then not using them.”

### Moving from Wasteful to On-Demand

One day after installing the Epson printer, Bob accidentally misspelled the word “caffeine” on a product label. He caught the mistake 10 labels in and was able to go back and fix it without wasting too much time and money.

“That’s the beauty of doing everything in-house,” he says. “I don’t have to call up a designer and say, ‘Hey, I misspelled caffeine’, which means I don’t have to wait for them to get to the vendor and for them to fix it, and then send it over — it’s such a big advantage doing it here.”

***“The labels look great. And I can take any product and launch it immediately.”***

—BOB MCCAULEY, CEO AND FOUNDER,  
DR. BOB’S NATURALS

Because of the flexibility of the ColorWorks C3500, McCauley was able to quickly address and correct the mistake and go on with printing the rest of the labels without having to work with and through another vendor. With the company printing a range of quantities from 50-200 labels for several different products in one day, the installation of the ColorWorks C3500 allows them to quickly customize customer labels when doing re-packing and full-color pouches for their chlorella and spirulina products.

“The labels look great. And I can take any product and launch it immediately,” says McCauley.

Supplement Facts	
Serving Size: 2 Veggie Capsules	
Servings Per Container: 30	
Amount Per Serving	
ProFerPro <sup>®</sup> Probiotic	7 Sling
L101 - Acidophilus	
L15 - Spheroformid	
L24 - Karyocell	
L112 - Karyocell	
Probiotic Bacteria DE111™	2 Billion CFU
Healthy Matrix	
Lactobacillus acidophilus	

**Other Ingredients:** VeggieCaps Comprised of Hydroxypropylmethylcellulose (11%)  
Contains no wheat, no gluten, no soy, no dairy, no eggs, no peanuts/tree nuts, no shellfish.  
**Caution:** Fructose-dependent diabetics and pregnant women should consult their physician before using.

**DE111 PROBIOTIC**  
**PreforPro**

**Dr. Bob's**  
NATURALS

**ProFerment**  
Probiotic Prebiotic Blend

**Clinically Proven**

**60 Capsules**

3 John 2    WATERSHED.NET    Watershed Wellness Center  
Lansing, MI    (517) 866-0440

A proliferation of harmful bacteria in the gut can rob your body of the essential nutrients it needs by consuming those nutrients that your body would normally absorb. Probiotics are the friendly bacteria that help keep the intestines healthy and assist in digestion and nutrient absorption. ProFerment is a unique blend of acidophilus (DE111) and a prebiotic PreforPro. In clinical studies, DE111 has been shown to drive out unwanted bacterial pathogens. PreforPro has been shown in more than 20 clinical studies to accelerate the growth by at least 10 fold of many types of probiotic species.

Studies also showed that ProFerment significantly decrease in both Total and LDL cholesterol in the body. All disease derives from our diet and are first born in the digestive tract.

**Suggested Use:** Take 2 Capsules 30 minutes before meal.

### Improving Workflow

Since installing the ColorWorks C3500 in early 2018, Dr. Bob’s Naturals has been able to increase their product lines and improve the company’s overall workflow. Now the company can take any product and launch the needed various quantity requests immediately. This is extremely beneficial because the company does a lot of private labeling and work for mom-and-pop shops, who only need very small quantities of each custom label design.

“Having the Epson ColorWorks C3500 has been extremely beneficial for our company because we are able to take in more projects and can quickly deliver and meet the needs of our ever-growing clientele.”

*The views and opinions expressed in this article are those of the individual. Individuals were not compensated for this article.*