

Color Label Solutions for Manufacturing



S U C C E S S
S T O R Y

Manufacturers use Epson color label printers to improve operations and reduce costs.

“The Epson ColorWorks C3400 Just in Time Color™ label printers simplified our labeling process and dramatically reduced our costs.”

Laurin Castellanos
Operations Manager
FX Luminaire



Epson's ColorWorks C3400 inkjet printer with Just in Time Color label printing is a reliable, cost-effective solution that meets the most stringent manufacturing requirements.

FX Luminaire cuts labeling costs by 75% with Epson's label printers

FX Luminaire has manufactured high quality, low-voltage exterior lighting components for over 20 years. As part of its operations, FX Luminaire relied on laser printers to produce approximately 12,000, 4"x5" color labels a week for boxes containing its lighting products, master containers and end wraps as well as half-size labels for accessories. This solution was both costly and labor intensive, so FX Luminaire started looking for a more efficient, cost-effective labeling process.

The company turned to BCS Label, a value-added reseller, for a better solution that featured Epson's ColorWorks C3400 inkjet label printer and BCS' customized software. BCS Label showed that labeling can be easier, cheaper and greener. "The BCS Label / Epson solution simplified our labeling process, and dramatically reduced our costs." said Laurin Castellanos, Operations Manager, FX Luminaire.

"Now we have a database of all our labels available to print when needed from any department. This has improved production efficiency and the labels are excellent quality, which enhances our brand. It was a much-needed upgrade and a great result that produced fast, tangible benefits, including an impressive ROI."

JACLO wins over customers with new packaging and colored labels

JACLO is a leading provider of high-end shower systems and bathroom accessories for decorative showrooms and plumbing wholesalers who in turn sell to the trades and end customers. Recently they decided to set up an aggressive Point of Purchase program to attract more walk-in business. Prior to this, most of their product packaging had been plain white boxes with black and white thermal labels. Now JACLO wanted their packaging and labels to stand out in the showrooms and attract a buyer's attention with colored images, logos and product descriptions.

JACLO chose Barcodes Inc. to provide a solution and deployment support. They selected the Epson ColorWorks C3400 label printer for reliable, cost effective, high-quality label printing. Now they have implemented the ColorWorks C3400 solution for over 25,000 SKUs. The system is completely automated, improving the quality and simplifying the entire labeling and packaging process, as well as lowering costs.

The ColorWorks C3400 solution has resulted in more attractive packaging and JACLO has received very positive feedback from their customers. More importantly, JACLO is adding new distribution locations as a direct result of the improved packaging.

OSI Batteries meets needs of OEMs for high quality color labels

OSI Batteries has been a leader in the replacement battery business for 35 years. They service communications, industrial and medical customers with only the highest quality products from the best manufacturers.

Initially, the company's distribution plan required simple black and white labels. Then they started printing labels for their OEM customers. The labels needed to include regulatory, materials, and recycling icons, along with customer logos, and they needed to look more professional. Their existing thermal transfer printers and pre-printed labels did not meet the needs of the OEMs. For assistance, OSI Batteries contacted Coridian Technologies who recommended Epson's ColorWorks C3400 color label printer. The printer was cost-effective, offered the features they needed and was easy to use.

Not only is it easy to upload the individual customer logos, but the new standard labels, ink and paper stand up to their label requirements for professional looking color logos, customized labels and no fading or smearing ink. And the set-up was easy, with no outside training needed. The printers were installed by the general manager, and were printing labels within 2 hours. Now OSI Batteries has a solution that prints high-quality color labels on demand using much fewer man hours than their original solution. Their labels now reflect their company goals – quality, fast and accurate delivery, and up-to-date processes and systems that precisely meet their customer's needs.

ColorWorks C3400 has what it takes

Designed for commercial environments, the ColorWorks C3400 inkjet color label printer delivers the quality and reliability that Epson is known for. It features high-speed printing, easily adjusts to handle 1.2" to 4.4" widths, supports leading barcode and 2D symbologies and offers easy user access with front-loading labels and ink cartridges. And Epson's patented MicroPiezo® inkjet color technology ensures crisp, clear, easy-to-read graphics, barcodes and text. In addition, the ColorWorks C3400 has network capability so no PC is required in the warehouse or on the manufacturing floor.

Partner with the leader

Epson's advanced printing technologies are at work in over 200 million systems around the world. Our color printing solutions are designed to support real-world applications and solve customer problems – while delivering significant cost savings and protecting existing technology investments.

In addition, Epson has a long history of achievements in protecting the environment and is now one of the leading environmental companies in the world. In recognition of this, Epson is a member of the Dow Jones Sustainability World Index, an ENERGY STAR® Partner, a SmartWay Transport Partner and has been named a Sustainability Leader and awarded Silver Class status in the SAM Sustainability Yearbook 2011.



JACLO, a provider of high-end shower systems, used Epson's ColorWorks C3400 printers with Just in Time Color labeling to implement a new POP program featuring colorful, eye-catching packaging labels.