



PROFILE

Industry: Technology Retail
Name: Coimprit
Location: Puebla, Mexico

OBJECTIVE

To increase traffic to its website, and boost transactions by distributing discount codes on its printed color shipping labels.

SOLUTION

Thanks to ColorWorks® C6000AU printer, Coimprit was able to increase customer traffic to its own website by printing and placing color labels on its products.

Coimprit, an innovative way to get new customers

Thanks to Epson ColorWorks® C6000AU printer, this technology distributor has managed to obtain greater visibility and consumer closeness by including labels on its sold products.



The Coimprit project was born in Puebla, Mexico, 10 years ago with the sale and repair of printing devices. Félix Ramírez, general director, ran the business and introduced several brands and products, including printers, all-in-one devices, consumables, assemblies, laptops, audio equipment, accessories, networks, gaming products, storage, regulators, etc. He managed to open several stores throughout the country to sell and distribute printing devices.

Solution: ColorWorks® C6000AU

Epson provided them with a ColorWorks® C6000AU printer. Coimprit used this printer to print color coupons and, thus, increase the traffic of its customers to its own website. Israel Nolasco, commercial manager of Coimprit said:

“We couldn't have a better strategic business alliance for this type of printers. Today, the most important label printers for the market are Epson printers, and thanks to that we have a very good deal. The truth is that working with Epson's commercial excellence has been great.”

“One of the important benefits is certainly being able to optimize user flow on our website and attract buyers from other electronic platforms. The purpose is to get them to know us better, and to show them that they can not only buy through third-party websites, but also use our official website at a better cost,” stated Israel Nolasco. Thus, color labels have added great value because they have improved discount communication, visibility and brand recognition.

For this purpose, they started printing and attaching labels to packages after selling their products online. Labels say "Thank you for shopping at Coimprit. Please visit our website Coimprit.com.mx". They also include a QR code that, when scanned, automatically redirects customers to Coimprit's website. When customers use this QR code, they are granted a gift or discount in their next purchase. In addition, customized color labels add more value to products by improving communication with customers.



Epson ColorWorks

Case of study



"Quality has always been our priority. That is why we decided to work with Epson. The quality in a product presentation is the first thing you transmit. You cannot risk having a poor print quality because that is how customers will see you. The color printing quality provided by this printer is essential to us because we can show our customers that we are also a company that sells quality," pointed out Ricardo Sanchez, head of marketing.

The ColorWorks® C6000AU is an inkjet printer that prints 4-inch color labels at speeds up to 5 inches per second¹. The C6000AU printer produces high-quality color text and images in a single pass with faster times and lower costs compared to using pre-printed labels. It also includes an auto cutter to create variable length labels and enable easy job operation.

Coimprit currently owns six physical branches located in Mexico, and a distribution center. These seven facilities print a total of about 1,600 labels per week (6,000 labels per month) with the best printing quality.

Coimprit has currently over 50 employees, and they are still expanding. They expect to have many more associates and continue growing as a company.

¹Printing in max speed mode, 300 x 600 dpi, 3.6" (92 mm) print width.