

PROFILE

Name: House of Popcorn
Location: Bullhead City, AZ
Type: Business

CHALLENGE

How to efficiently and effectively produce labels without going to a third-party vendor in order to meet the pace of product demand.

SOLUTION

Epson's ColorWorks[®] C3500 allows for the customization and on-demand, fast production of product labeling for home/in-office use.

On-Demand Labeling for a Customized Business

As an experienced party planner, Tocha Brewer is no stranger to thinking outside the box. So when her two young boys spontaneously created a mixture of crumbled up sandwich cookies and popcorn during one of their weekly Friday night movie dates, Brewer knew in her gut they had something special.

Brewer began experimenting and focused on developing a special glaze, modified from her recipe for caramel cake, to accompany the popcorn. As time went by, she developed a set of core flavors and began selling her goods at farmers markets in the Bullhead City, Ariz. area. She befriended a group of women who sampled her popcorn at these venues; these same women decided to support Brewer in her new business venture and ultimately helped fund her business license.

Today, Brewer's company, House of Popcorn, sells popcorn in 82 different flavors ranging from Strawberry Cheesecake to Sriracha & Cheddar. She still participates in local farmers markets, but her primary business stems from customized orders and promotional bags. To label her products, Brewer started out by ordering pre-printed labels from a third-party vendor and waited as long as three days to receive the labels, which created complications and delays when trying to fulfill orders. The final straw was when Brewer was reviewing a label design prior to placing an order and discovered the colors on the proof did not match her specifications. It was at that moment Brewer realized she would need to bring the labeling process in-house—both figuratively and literally speaking, since she produces her goods from her home workshop.



“This flexibility means I can ship product to my customers within 24 hours of receiving their order—that responsiveness is an important part of the continued growth of my business.”

– TOCHA BREWER, OWNER, HOUSE OF POPCORN

After conducting extensive research, including reading various testimonial articles and watching numerous YouTube videos, Brewer contacted Epson with her specifications for a printer and asked for guidance about which model would best meet her needs. Epson recommended its ColorWorks® C3500, which would allow her to adjust label length to match the sizes of the bags she uses for her products. Brewer placed an order for the printer with one of Epson's VARs, Pacific Barcode, and got the system up and running with help from Epson's support team.

"With Epson's ColorWorks C3500 printer, I'm able to print the exact number of labels I need for each order I'm fulfilling," said Brewer. "This flexibility means I can ship product to my customers within 24 hours of receiving their order, instead of the two-week turnaround time I needed when working with pre-printed labels. That responsiveness is an important part of the continued growth of my business."

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