



PROFILE

Industry: Cosmetics - pet products

Name: Perrísimo

Location: Monterrey, Mexico

OBJECTIVE

Perrísimo needed to produce high-quality, waterproof labels on demand for their products.

SOLUTION

Thanks to ColorWorks® C3500 printer, Perrísimo can now print their own full-color waterproof labels and improve the value and image of their products, saving on label printing costs.

Perrísimo and ColorWorks® C3500: a smart alliance for business

Carlos Carranza was able to expand his family business, from a portfolio of two products to more than ten, thanks to the Epson ColorWorks® C3500.



Perrísimo was created at a time when there was a growing shortage of some products imported by Mexico. It is a company specialized in handmade pet cleaning products. In 2014, Carlos Carranza and his family were encouraged to make an unexpected change and focus on a new industry: cosmetics. For such purpose, Carranza decided to study cosmetology. His first idea was to venture into the world of natural cosmetics, but he then changed his mind after a friend asked him if he knew how to make shampoo.

“Shampoo is used with wet hands. If the label is made of paper and ink that is not very resistant, it wears down quickly. As time went by, we began investing. We were looking for the best way to print labels and the best material when we came across Epson,”
— explained Carlos Carranza, founder of Perrísimo.

Solution: Epson ColorWorks C3500

It was a time where there was a shortage of products imported from the United States, including dog shampoo. As Carlos Carranza had specialized in the subject, he began designing Shampoo Perrísimo 1.0. But he never imagined that he would currently be developing version 20.7 with nine different fragrances and a wide range of products.

This is how Perrísimo was created. It is a family business run by Carlos Carranza and established in Monterrey, Mexico. It has always been focused on quality. They only produce homemade products. If they do not obtain the expected results, they start all over again until achieving excellence. Due to their high quality standards, Carlos would not settle for any packaging and labeling that could not meet their expectations or identify well their products.



“The auto cutter is really essential for us because we don't waste labels any more. I started selling just two shampoo fragrances. This feature helps us expand because we don't need to buy twenty rolls, and I can use them without limits,”

— added Carlos Carranza.

They started working with the ColorWorks® C3500 printer. They were advised by Fernando Molar from CARE Soluciones, Epson's partner distributor who helped Carlos to get the best labels for his products. They were not only able to solve the water-resistance problem with polypropylene labels, but they also found the ideal model for their business: a compact printer with convenient features that produces high-quality prints and vibrant colors.

For Perrísimo, the most convenient feature of the ColorWorks® C3500 printer is the auto cutter because it allows them to print label after label using all the space of the roll. With printers from other brands, limits between labels are not always automatically defined. This sometimes complicates the production process. In contrast, with Epson ColorWorks® C3500, the only printing limit is the width of the roll because the auto cutter allows printing labels individually.

In this way, Carranza can efficiently optimize business resources. They can now print the number of labels they need to replenish the stock, according to the demand for each product, without wasting labels. They currently print about 1,000 labels per month, and use the auto cutter to print 100 or 200 labels on 35-meter rolls.

Carlos Carranza also points out that with only one training session, both he and his wife were able to use the printer without any problem. This is a benefit that they could only find in printing houses, but it was not profitable for the business due to their minimum purchase value.

“We were a bit afraid at first. However, after just a phone call, we learned to use it because it is very simple. I only have to enter the dimensions and produce the labels. We also know the brand. Epson has been in the market for many years, which guarantees us that their products are really good,” stated Carlos Carranza.

Perrísimo can now offer the best service to their customers and a wide range of special care products for pets, making their best efforts and working with the ColorWorks® C3500 printer, a practical, comfortable, high-quality solution.