



PROFILE

Industry: Food - salmon production, processing and export

Name: Salmones Pacific Star

Location: Puerto Montt, Chile

OBJECTIVE

Salmones Pacific Star needed to have their own printer in order to produce high-quality color labels and stop depending on printing houses which have always caused them inconveniences or delays.

SOLUTION

The ColorWorks® C3500 printer has not only enabled Salmones Pacific Star to produce its own color labels and save costs, but also to achieve flexible, on-demand label printing at high speeds.

Salmones Pacific Star boosts its business with Epson's flexible, custom color label printing

With Epson's ColorWorks® C3500 printer, Salmones Pacific Star has been able to streamline its labeling product process and eliminate extra costs in its operations.

Salmones Pacific Star is a Chilean company based in Quellón that has been producing, processing and exporting salmon in a sustainable way for 28 years. Its goal is to create value by producing and marketing salmon in a flexible, efficient and sustainable way, and building relationships of trust with the community, customers and suppliers. Today, they have over 1,200 employees that work in two processing plants and in about 30 farming centers divided into freshwater and seawater farming, located in the regions of Maule, Biobío, Araucanía and Los Lagos. Their procedure allows them to ensure product quality in all its stages, and focus on process sustainability throughout the chain.

Solution: Epson ColorWorks C3500

They decided to buy the Epson printer due to the several inconveniences they were having with printing houses which did not usually deliver labels on time, causing the company delays in its production processes and cost increase. Thus, the commercial department decided to buy the ColorWorks C3500 label printer in order to speed up the labeling process on a large scale. With this printer, the salmon company has not only managed to become independent from third parties and have its own papers, inks and printers, but has also obtained flexible, on-demand label printing at high speed. With this new incorporation, there are no interruptions in the production process or delays from external suppliers.



"I have great affection and love for this printer because it has saved us many times. We have even managed to print 20,000 labels in 15 days, and the printer has responded correctly. It's a lot for the product, and we truly think it has been a great incorporation," said Alex Mauricio Gonzalez Rocha, head of Production Planning at Pacific Star. "For example, a customer from Israel has changed its logo, so the 40,000 labels that we had with the old logo were no longer useful. With the Epson printer, we were able to produce labels with the new logo in a very short time. This was essential because the products went directly to the stores."

One of the greatest benefits that Salmones Pacific Star has found after buying this printer is that it can efficiently and quickly produce high-quality color labels with Just in Time Color printing. The company was also able to save great costs because with the printer in operation they never stopped labeling the boxes that they later distribute.



Epson ColorWorks

Case of study



“The most important thing is having the printer here because we can now supply ourselves and never run out of labels in our processes. We were also able to streamline the procedure and save many extra costs. We no longer have the extra cost of going to the cold storage chamber to paste labels or not being able to ship a container to the United States because our cold storage chamber is full of a product that cannot be moved. Being able to produce our own labels has helped us eliminate these inconveniences and delays. It has also saved us a lot of money. Having an 8,000-kilo container stored in a cold storage chamber does not provide immediate income for the company’s portfolio. It does precisely the opposite”, explained González Rocha.

The Epson ColorWorks® C3500 printer has a compact, robust design for commercial use, and offers a wide range of options and the ability to produce all types of labels, making it the ideal solution for businesses. Users can reduce label printing costs, increase operational efficiencies, and quickly and efficiently produce high-quality color labels with Just in Time Color™ printing. It features fast printing speeds up to 4 inches/second, a banding reduction mode and a nozzle check system for high print volumes with excellent image quality. In addition, the exclusive MicroPiezo® technology, together with DURABrite® Ultra Pigment ink, ensures crisp, clear, easy-to-read prints in text, images and barcodes that resist smudges and water on plain, synthetic, matte and even glossy paper. This printer also features individual ink cartridges for a more efficient use of consumables, and supports most of label applications and USB and Ethernet interfaces.

Efficiency, speed and convenience are some of the characteristics used by the user to describe the product, which enables to produce small runs of labels in-house and on-demand in a cost-effective way. Color labels create added value and increase business income because they improve communication by producing a greater memory and attention capacity.

With Epson ColorWorks® C3500 printer, Salmones Pacific Star can print in-house a wide range of color labels with the advantage of high speed and label quality, something that has helped the company stand out in the market. They are currently using the ColorWorks C3500 printer, and are considering including more printers in their production line and even migrating to other more robust technologies, such as Epson's C6000 and C6500 Series.