PROFILE

NAME: Quickscrews
LOCATION: Livermore, Calif., and Rock Hill, S.C.
FOUNDED: 1987
WEBSITE: www.quickscrews.com/

CHALLENGE

Differentiate products with color, variable images and icons on labels for over 100,000 SKUs of fastener and solar-mounting products.

SOLUTION

Epson ColorWorks® on-demand color label printers deliver durable color labels and provide flexibility for detailed, custom labels with precise text and images.

Standing Out

Leading Fastener and Solar Mounting Company Finds Quality and Performance Match with Epson ColorWorks Inkjet Label Printers for Color-Coded Product Labels with Icons

Quickscrews International, a multi-generation family business, has evolved to be the leading supplier of the most popular brand of fasteners in the industry. With humble beginnings in 1987, founder and owner Greg Wiener started the business in his father's garage. 35 years later, Quickscrews has grown throughout the United States with warehouses in California and South Carolina, and more than 40 distributors. Quickscrews launched a new Solar Division in 2010, QuickBOLT, which is now a leading supplier in the residential solar mounting industry.

Throughout the 35 years, quality and performance have been two key guiding forces for Quickscrews. Staying on top of technology trends and changes with fast, dependable production times is critical to meet a variety of customer needs and deliver fast shipment times.

Standout, Functional Labels

Quickscrews wanted every part of their packaging to resemble the values of the company – quality and performance.

"We want our packaging to reflect the quality of the products inside them," said Mark Buechler, IT manager, Quickscrews. "Throughout the years, the business was using thermal printers to print product labels. These printers were fine, but we wanted our branding to be more distinct and add a more colorful representation to the fastener and solar mounting industry – to be a true reflection of our products."

After years using thermal printers, Quickscrews knew there was more they could do with their labels to both increase productivity internally for more effective inventory management, as well as increase noticeability externally.

"The thermal printers' monochrome details and text were not as crisp as we would like. We were limited with functionality with what could be included on the printed label," added Mike Wiener, marketing manager, Quickscrews and QuickBOLT. "We needed a printing solution that could manage the volume of labels we produce daily and have the print quality that matched our workmanship. With the sales growth we have had with Quickscrews and QuickBOLT, we needed to continue to stay up on top with technology demands to meet customer timeframes and ensure the quality and performance associated with our brands."

Always Advancing

Quickscrews was introduced to Epson's on-demand color label printers by label printing experts at Color Label Solutions. The company appreciated Epson's sharp, precise and readable labels, especially the ability to print in color and include variable images, icons and barcodes for easy product categorization and identification. Since inception, Quickscrews has always considered ways to improve products and functionality for its customers.

"Quickscrews is an expert in its field, truly successful in harnessing the power of BarTender by Seagull Scientific label design software and Epson ColorWorks printers to augment its detailed database and produce color-coded labels for hundreds of thousands of SKUs,"

"Quickscrews started with one Epson ColorWorks printer but after a few months of use, we expanded to a total of 15 ColorWorks label printers across facilities...The reliability and performance speed of the Epson ColorWorks models easily integrate into our demanding environment."

– MARK BUECHLER, IT MANAGER, QUICKSCREWS

said Hannah Gibson, Color Label Solutions. "With its end-to-end labeling solution, the software along with its detailed database, network and label printing hardware are configured to seamlessly compile labels using collected variable data and print accurate, high-quality labels."

"Our marketing department spent a lot of time gathering information and taking pictures of many different fasteners for our database. We have worked hard to set up the structure of our database in Excel, as well as add descriptors, color codes and variable images associated with every single SKU we sell," mentioned Buechler. "Incorporating color coding and icons across all our SKUs were just two of the many features we wanted so that our products continue to stand out."

"These two capabilities alone have helped us with warehouse management and organization. We can easily shelve and identify inventory products with the color tags included on labels. The personalized labels include part numbers and product image to help ensure customers can easily locate the products they need," said Buechler.

"Initially, Quickscrews started with one Epson ColorWorks printer but after a few months of use, we expanded to purchasing a total of 15 ColorWorks label printers across facilities," said Buechler. The business uses both the ColorWorks C3500* and ColorWorks C7500 for its 2.5"x2", 4"x3" and 3"x2" labels.

Excellent Print Quality, Excellent Durability

Quickscrews has been incredibly pleased with the high-quality, durable labels produced by the ColorWorks label printers. The team appreciates the flexibility and simplicity of label printing for both its fastener and solar mounting divisions. Between the two businesses, they print around 500 labels per day.

"The reliability and performance speed of the Epson ColorWorks models easily integrate into our demanding environment," said Buechler.

Reliable Productivity

Epson's ColorWorks label printers are engineered for reliability and minimal maintenance, making them ideal for busy, demanding environments. The ColorWorks models produce durable labels that are BS-5609 certificated, resisting smudging, smearing or fading,[1] which can be critical for any business with warehouse labeling.

Quickscrews also appreciates the affordable printing costs with the ColorWorks printers – with an estimated printing cost of 1.6 cents/label for a typical shipping label as a baseline comparison.[2]

Quickscrews and QuickBOLT have experienced benefits in productivity and inventory management as well as improved product packaging quality since partnering with Epson.

"Color now plays a significant role in our fundamental operations," added Mike Wiener. "Between Quickscrews and QuickBOLT, we lean heavily on color labels, both for packages on warehouse shelves and product at a customer job site. With the ColorWorks, we can manage large color print jobs with tight time windows."

"At Quickscrews, it's not only about having the right team, but the right equipment and tools to be successful and grow," said Mike Wiener.

"Between Quickscrews and QuickBOLT, we lean heavily on color labels, both for packages on warehouse shelves and product at a customer job site. With the ColorWorks, we can manage large color print jobs with tight time windows."

– MIKE WIENER, MARKETING MANAGER, QUICKSCREWS

* The Epson ColorWorks C4000 replaces the C3500 to join Epson's line of ColorWorks on-demand color label solutions.
1 ColorWorks C7500 inkjet printer with DURABrite® pigment ink, used in combination with Neenah Kimdura poly media, has been BS-5609 certified.
2 Based on low to medium coverage printing on 4" x 6" plain paper.