



Epson® ColorWorks brings efficient, high-quality labels to agile manufacturers

On-demand color labels offer easy solution for eliminating the cost, hassle and lead time of pre-printed color labels

Epson® ColorWorks brings efficient, high-quality labels to agile manufacturers

On-demand color labels offer easy solution for eliminating the cost, hassle and lead time of pre-printed color labels



As every dietary supplement, natural food or natural beverage manufacturer knows, packaging labels are critical to a product's success in the marketplace. To catch consumers' attention amidst a sea of other options, a label must be vibrant, visually alluring and easy to read. It must also convey a wealth of important product information clearly and concisely.

Manufacturers also know that labels need tweaking all the time. Sometimes it's to reflect an adjusted package weight, dosage size, ingredient deck, allergen claim, Supplement Facts panel or Nutrition Facts box. Other times barcodes need changing with retailers issuing new requirements for on-pack information or brands wanting to tack on timely callouts such as "supports the immune system" or "keto friendly." Honest mistakes can happen too, forcing manufacturers to print entirely new labels to correct even the tiniest errors.

Because countless factors can necessitate a reprint, large label runs or ordering bulk quantities of preprinted labels from outside vendors can be quite risky for manufacturers. That's because every time a new label is needed, the old ones become useless. So if a manufacturer is sitting on a fat stack of preprinted labels that now must be tossed, they wind up wasting a whole lot of time, labor and, most importantly, money.

For small and midsize co-packers and self-manufacturing brands, absorbing such costly losses can be tough. This may be even truer today amidst the current supply chain

constraints, labor shortages and inflation. Nimble manufacturers are looking for ways to boost efficiencies and cut costs—not to flush productivity and profits down the drain.

Fortunately, there is a cost-effective, time-efficient solution: Epson's ColorWorks printers enable co-packers and brand manufacturers to print only the labels they need, exactly when they need them. These cutting-edge desktop inkjets deliver high quality and consistency, while on-demand printing gives



manufacturers the flexibility to change up labels quickly—without wasting valuable resources.

With Epson ColorWorks, co-packers and self-manufacturing brands can abandon large, expensive label runs in favor of smarter, more dynamic, less capital-intensive printing capabilities. And in the highly competitive, always-evolving dietary supplement and natural food and beverage sectors, this can pay off in dividends for business viability, growth and long-term success.

Explore some key benefits of the Epson ColorWorks suite.

Versatility

With a plethora of printer options, ColorWorks has a solution for most any company that produces consumer packaged goods. This includes large co-packing operations, vertically integrated brands, aggregators and distributors, and even startup brands that make products in-house.

Thanks to the ColorWorks suite's versatility, the benefits span all product categories. Whether a manufacturer's focus is dietary supplements, foods, beverages, personal care, household cleaners, or pet products, they will find a printer that provides the exact capabilities they need. ColorWorks can also create labels to fit the vast array of packaging types, from flexible plastics, to glass bottles, to cardboard boxes, as well as single-serve, variety and bulk packaging.

Additionally, the ColorWorks printers themselves are extremely versatile, able to fit within a range of manufacturing setups. Several models are compact, with a small footprint for easy incorporation into small or crowded production spaces. Plus, all ColorWorks printers are compatible with Windows, Mac, Linux, iOS and Android, and they connect seamlessly with multiple middleware programs.



ColorWorks can also create labels to fit the vast array of packaging types, from flexible plastics, to glass bottles, to cardboard boxes, as well as single-serve, variety and bulk packaging.



No matter a manufacturer's size or scope, ColorWorks' versatility makes the line ideal for agile, innovative companies that want to remain responsive to changing market needs.

High-quality, dynamic design capabilities

As mentioned, compelling labels are extremely important for the market success of dietary supplements and natural food and beverage products. Not only does a label need to stand out amidst a crowded shelf to draw the consumer in, but it also serves as the main source of information about what's inside the box, bottle or bag.

Natural products shoppers examine labels meticulously to discover

what each potential purchase is made of, as well as how it's made. They want to be sure to avoid allergens, harmful additives and ingredients that don't align with their dietary needs or personal values. To that end, natural products consumers pore over ingredients lists, Supplement and Nutrition Facts, sourcing information, and structure/function and other health claims. They also look for third-party certifications like USP, NSF Certified for Sport, Non-GMO Project Verified, Fair Trade Certified, and USDA Organic.



With this in mind, manufacturers must fit a multitude of elements into a finite space, not to mention the brand name, product name, barcode, lot number, company address and other required information. What's more, it's imperative that every detail comes across clearly and reads easily.



CASE STUDY:

Dr. Bob's Naturals streamlines labeling

Epson ColorWorks label printers are used by manufacturers and packagers across many business sectors, including natural products. Dr. Bob's Naturals, a leading importer of chlorella, spirulina and water ionizers in the U.S., found ColorWorks after looking for an affordable color label solution to cut costs and effectively produce labels of various quantities and sizes.

Since starting the company in his basement in 1993, Bob McCauley had grown the business steadily and expanded into contract packaging. A few years back, he realized his label-printing process was inefficient and wasteful, especially when it came to co-packing. Whether the labels he'd ordered were incorrect, key information had become obsolete, or he simply wasn't happy with a design element, the result was too many labels being tossed in the trash. Dr. Bob's Naturals also launched new products regularly, produced small runs and used a range of label sizes, adding to the complexities.

Eager to find an affordable, high-quality color printer that would let him take label design and printing entirely in-house, McCauley attended a trade show in 2018. There, he watched an Epson representative demonstrate the ColorWorks C3500's* capabilities—and he knew immediately that he'd found the answer.

Sure enough, as soon as Dr. Bob's Naturals fired up its new desktop inkjet printer, the business benefits were obvious. Now, the company could crank out clear, vibrant labels in a flash and execute runs of any size. On-demand printing has allowed Dr. Bob's Naturals to launch more products and take on even more clients for co-packing, including small businesses that require custom label designs and small product runs. Plus, if ever a mistake is made, the company can catch it, correct it and resume printing right away.

McCauley is thrilled that the ColorWorks C3500 has improved the company's overall workflow, boosted efficiencies and fostered flexibility.

**The ColorWorks® C4000 is the successor to the ColorWorks C3500.*

Epson ColorWorks solutions are perfect for manufacturers with high-mix label requirements, a hallmark of natural products. Every model prints high-quality, full-color labels using fast-drying, durable color inks. This ensures crisp image resolution, clear and easy-to-read text, and easily scannable barcodes.

ColorWorks also offers dynamic design capabilities and a focus on barcodes. A printer with this level of specialization, quality and reliability can help nimble dietary supplement and natural food and beverage manufacturers stay competitive in the market.

Designed to eliminate waste and cut costs

Most contract manufacturers and self-manufacturing brands try to operate leanly, but doing so has proven more challenging over the last two years. The COVID-19 pandemic has greatly exacerbated supply chain problems, materials costs and workforce shortages. And for many manufacturers, these issues are hindering operational efficiencies, extending lead times and eating into profit margins.

Given today's strained environment, nimble manufacturers are looking for creative ways to counteract these obstacles. Their goal is to continue producing high-quality products while avoiding bleeding any more money than necessary.

One simple, highly effective solution is to eliminate two-step printing, which means bulk-ordering preprinted labels from a third-party vendor and then using an in-house printer to add any variable information. Two-step printing might be efficient if labels never changed, but in the dietary supplement and natural food and beverage worlds, that's rarely the case. In reality, labels change quite frequently.

For these reasons, forgoing two-step printing in favor of on-demand printing is a profoundly smart strategy. And with Epson ColorWorks, the transition can be seamless. By bringing one of these printers on board, manufacturers can immediately turn a multistep label-making process into a simple, streamlined operation. Manufacturers can print only the number of labels they need—no matter how many or how few—and avoid carrying excess inventory of preprinted labels, which could very well go unused.



For contract manufacturers, ColorWorks' on-demand printing capabilities make it easy to serve a greater number of clients. This includes small and startup brands, which, because of their typically smaller run sizes, have a hard time finding co-packers willing to take their business. But when a contract manufacturer uses a ColorWorks label printer, smaller runs can be created.

ColorWorks' on-demand printing capabilities also enable users to quickly deliver finished products, whether for a client's brand or the manufacturer's own brand. In this industry, especially in today's challenging climate, setting reasonable lead times—and then actually sticking to them—is paramount.

Overall, Epson ColorWorks creates efficiencies on multiple levels for contract manufacturers and self-manufacturing brands alike. ●