



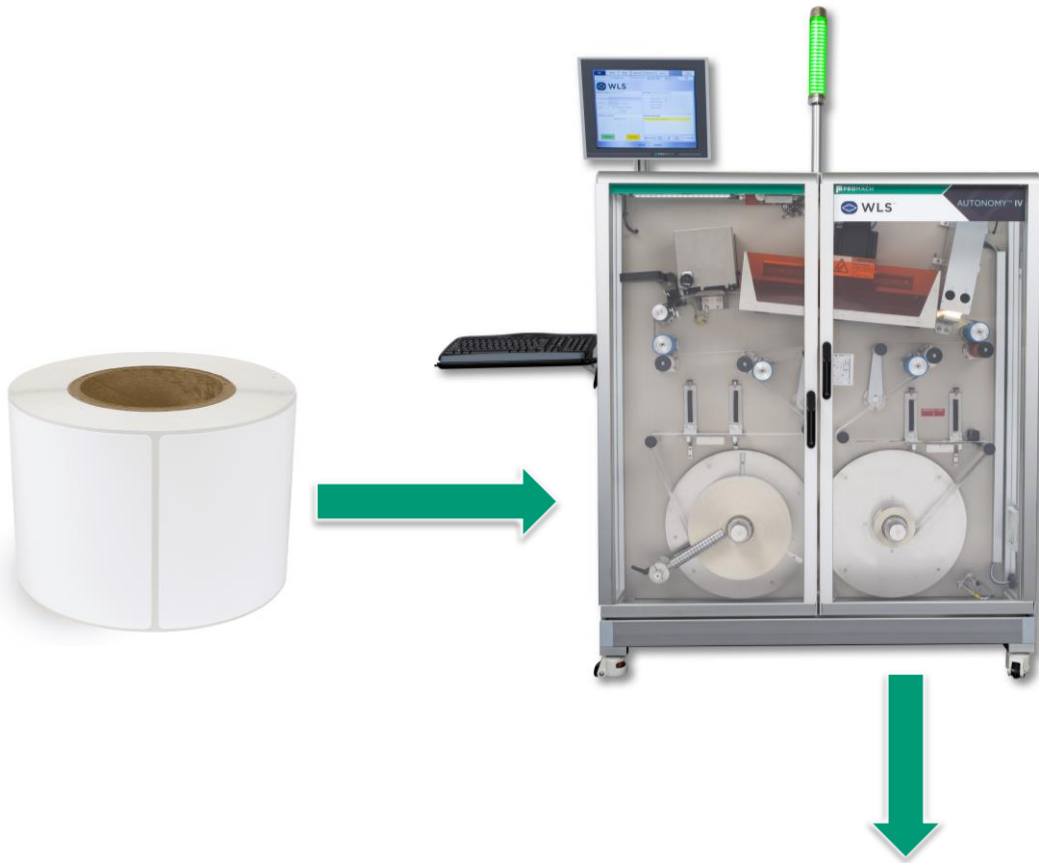
Calculating ROI for Internal Label Printing

When moving to internal digital label printing, you will find that your cost per label will decrease as well as your operational costs associated with labeling. The ability to use blank die-cut label stock is the first step to reducing your label costs. Printing both your label artwork and the variable data at the same time, in-house, will eliminate the need for special primers or coatings that are associated with thermal transfer printing, hot stamp printing, or laser ablation for printing variable data.

- Reduce Price per Label: Blank Labels < Pre-Printed Labels
- Elimination of Ablation Boxes & Expensive Varnishes
- Elimination of Trans-Therm & Expensive Label Materials used for Thermal Printing
- Reduce Label Scrap: No More Waste
- Buy in Bulk for Better Pricing: Few Larger Orders < Many Smaller Orders
- Reduced Shipping Costs: Few Larger Orders < Many Smaller Orders
- Reduced Number of Purchase Orders: Few Larger Orders < Many Smaller Orders
- Reduce Label Inventory & Reduce Label Storage Space
- Reduce Capital Outlay for Inventory: Blank Labels < Pre-Printed Labels

The cost savings are seen on your packaging line as well, since your labeler no longer requires variable data printing nor variable data inspection. Any line stoppage or downtime associated with printing and inspecting on your labeler will be eliminated. Additionally, you will reduce or even eliminate the rejection of product due to rejected labels.

One Blank Die-Cut Label Roll Produces **Multiple** Production Label SKUs



ALL FROM ONE ROLL

