

# PREPARED FOOD LABELING

JUST-IN-TIME PRINTING  
FOR ACCURATE PREPARED  
FOOD LABELS



# DIGITAL PRINT: THE KEY TO LABEL

Today's retail market is fluid, and consumers are constantly on the lookout for tailored experiences, new product extensions and disruptive ideas. Businesses and brands can achieve this and more with in-house digital label printing, which makes small batch, prototype and limited run label production affordable and accessible.





# ON-DEMAND PRODUCT LABEL PRINTING FOR JUST-IN-TIME

Prepared food, including grab-and-go items at convenience stores, grocery stores, and specialty food retailers, require just-in-time (JIT) label printing for accuracy and flexibility. Printing labels when they are needed, instead of in advance, ensures accurate ingredient and product information is provided to the customer every time. If ingredients or recipes change, there is no label waste from pre-printed inventories.

## Uses:

- Prepared food labels for plastic containers, boxes, bags and more
- Prepared food labels for grab-and-go products
- Prepared food labels for variable menus



# THE BENEFITS OF DIGITAL PRINT

- Incorporate custom branding, test product marketing and new product variations to **stand out in-store and online.**
- **Make real-time changes** to reflect accurate product and ingredient information.
- Eliminate wasted label inventory and **reduce packaging costs** by printing the exact quantity of labels needed, large or small.
- **Never wait** for an outside vendor to fill an order. The 1600 Series C prints at up to 60 feet per minute, saving you time with **quick turnarounds.**
- Integrated variable data, customization and barcoding **on one compact system.**



# THE LABEL BREAKDOWN

Your labels can do more with full color digital printing.

## COLOR CODE



When customers are shopping, they don't want to spend time searching for what they need. Color code your labels to help customers identify products faster, making the shopping experience easier and more enjoyable.

High Quality Barcodes

Easy to Understand Nutrition Facts

No Degradation in Refrigerator or Microwave

Variable Product Information

Color Coding

www.ColorDyneTech.com

**CPT**

**SLAMMIN SALMON**

**480** CALORIES

25G PROTEIN 29G CARBS 32G FAT  
140MG SODIUM 2G FIBER 2G SUGAR

REFRIGERATE UNTIL USE

MICROWAVE  
UPPER CORNER TO VENT, HEAT FOR 300.

OVEN  
REMOVE FROM CONTAINER, HEAT FOOD TO 165 FAHRENHEIT

**SLAMMIN SALMON**

**M** **480** CALORIES

**Nutrition Facts**  
1 serving per container  
Serving size (0.0g)  
Amount Per Serving  
Calories **480**

	% Daily Value*
Total Fat 10g	20%
Saturated Fat 2.5g	43%
Cholesterol 100mg	60%
Sodium 140mg	16%
Total Carbohydrate 10g	1%
Dietary Fiber 2g	1%
Total Sugars 2g	0%
Includes 0g Added Sugars	0%
<b>Percent Daily Values are based on a diet of other people's secrets.</b>	

\*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: ALASKAN SALMON, LEMON, SALT, BLACK PEPPER

www.ColorDyneTech.com

**CPT**

**CHICKEN POT PIE**

**280** CALORIES

20G PROTEIN 5G CARBS 10G FAT  
125MG SODIUM 2G FIBER 3G SUGAR

REFRIGERATE UNTIL USE

MICROWAVE  
UPPER CORNER TO VENT, HEAT FOR 300.

OVEN  
REMOVE FROM CONTAINER, HEAT FOOD TO 165 FAHRENHEIT

**CHICKEN POT PIE**

**S** **280** CALORIES

**Nutrition Facts**  
1 serving per container  
Serving size (0.0g)  
Amount Per Serving  
Calories **330**

	% Daily Value*
Total Fat 10g	20%
Saturated Fat 2.5g	43%
Cholesterol 100mg	60%
Sodium 140mg	16%
Total Carbohydrate 10g	1%
Dietary Fiber 2g	1%
Total Sugars 2g	0%
Includes 0g Added Sugars	0%
<b>Percent Daily Values are based on a diet of other people's secrets.</b>	

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INGREDIENTS: CHICKEN BREAST, POT, MILK, CARROTS, PEAS, SALT, BLACK PEPPER

www.ColorDyneTech.com

**CPT**

**ROASTED TOMATO GARLIC PASTA**

**360** CALORIES

10G PROTEIN 15G CARBS 20G FAT  
165MG SODIUM 6G FIBER 3G SUGAR

REFRIGERATE UNTIL USE

MICROWAVE  
UPPER CORNER TO VENT, HEAT FOR 300.

OVEN  
REMOVE FROM CONTAINER, HEAT FOOD TO 165 FAHRENHEIT

**ROASTED TOMATO GARLIC PASTA**

**M** **360** CALORIES

**Nutrition Facts**  
1 serving per container  
Serving size (0.0g)  
Amount Per Serving  
Calories **360**

	% Daily Value*
Total Fat 10g	20%
Saturated Fat 2.5g	43%
Cholesterol 100mg	60%
Sodium 140mg	16%
Total Carbohydrate 10g	1%
Dietary Fiber 2g	1%
Total Sugars 2g	0%
Includes 0g Added Sugars	0%
<b>Percent Daily Values are based on a diet of other people's secrets.</b>	

\*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: WHOLE WHEAT PASTA, TOMATOES, GARLIC, SALT, BLACK PEPPER

www.ColorDyneTech.com

**CPT**

**APPLE FIG PORK TENDERLOIN**

**320** CALORIES

18G PROTEIN 6G CARBS 15G FAT  
155MG SODIUM 3G FIBER 4G SUGAR

REFRIGERATE UNTIL USE

MICROWAVE  
UPPER CORNER TO VENT, HEAT FOR 300.

OVEN  
REMOVE FROM CONTAINER, HEAT FOOD TO 165 FAHRENHEIT

**APPLE FIG PORK TENDERLOIN**

**ONE 320 SIZE CALORIES**

**Nutrition Facts**  
1 serving per container  
Serving size (0.0g)  
Amount Per Serving  
Calories **320**

	% Daily Value*
Total Fat 10g	20%
Saturated Fat 2.5g	43%
Cholesterol 100mg	60%
Sodium 140mg	16%
Total Carbohydrate 10g	1%
Dietary Fiber 2g	1%
Total Sugars 2g	0%
Includes 0g Added Sugars	0%
<b>Percent Daily Values are based on a diet of other people's secrets.</b>	

\*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: PORK TENDERLOIN, APPLES, FIG, OLIVE OIL, SALT, BLACK PEPPER



# CUSTOMER CASE STUDY: SOLI FOODS

Soli, a Memphis, Tennessee-based food and lifestyle brand, prepares fresh food daily. As a company focused on helping people eat healthier, Soli needed labels that would represent the promise to its customers. This meant the labels needed to be accurate, understandable and able to withstand both refrigeration and microwaving.

**Watch the full story at:**

[www.ColordyneTech.com/soli-labels](http://www.ColordyneTech.com/soli-labels)

## Before Digital Print Capabilities :

- Enormous MOQs
- High price per label - **90 Cents**
- Inflexible production that didn't fit the business model
- Large amount of label waste

## With a Colordyne Solution:

- No MOQs
- Reduced price per label - **19 Cents**
- Flexible production that can get new products to market same-day
- Minimal label waste

## Soli's Production Model:

1

Prepare Fresh Food Daily



2

Print & Package with JIT Labels



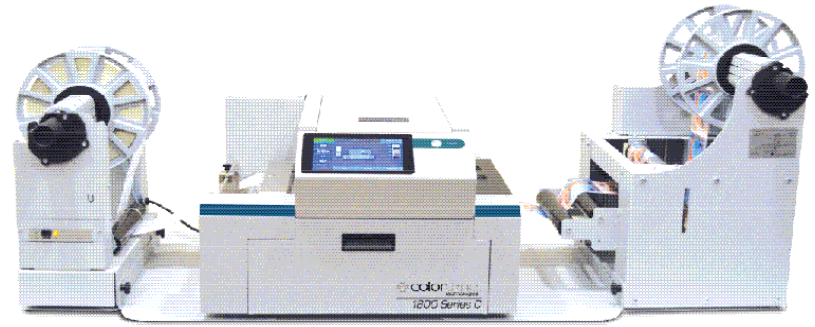
3

Deliver Promise to the Customer



# RECOMMENDED SOLUTION: COLORDYNE 1800 SERIES C

The 1800 Series C from Colordyne is an affordable product label printer ideal for the just-in-time business model required in the prepared food market. This solution allows users to go from digital file to printed roll quickly and easily, with the added benefits of full color, high resolution and variable data capabilities. Less cost, infinite variations and virtually no waste.



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