PREPARED FOOD LABELING

JUST-IN-TIME PRINTING FOR ACCURATE PREPARED FOOD LABELS

colordyne technologies™

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**.

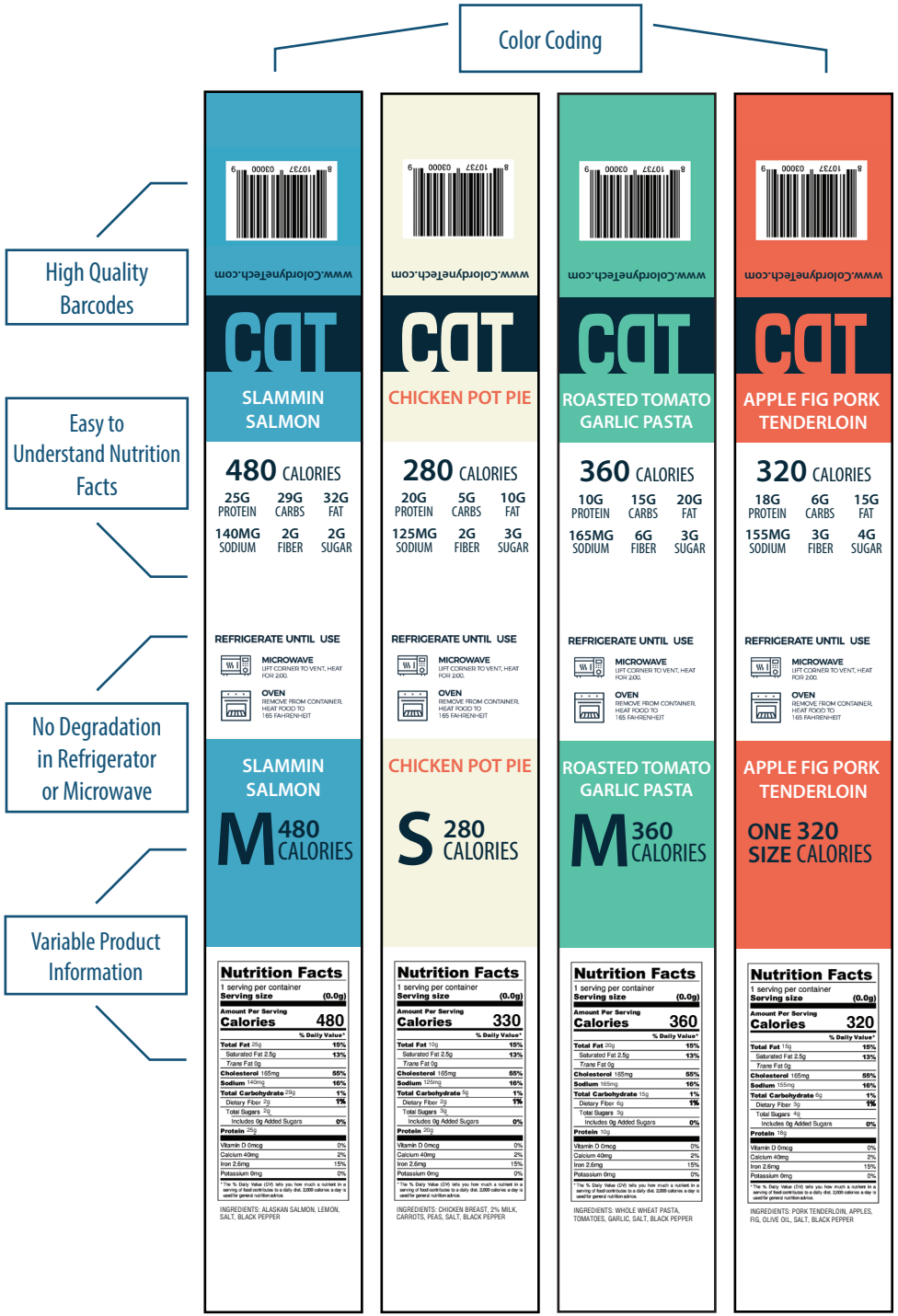
THE LABEL BREAKDOWN

Your labels can do more with full color digital printing.

COLOR CODE

- Sea Food
- Poultry
- Vegetarian
- Pork & Beef

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.



APPLICATION: PREPARED FOOD

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

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

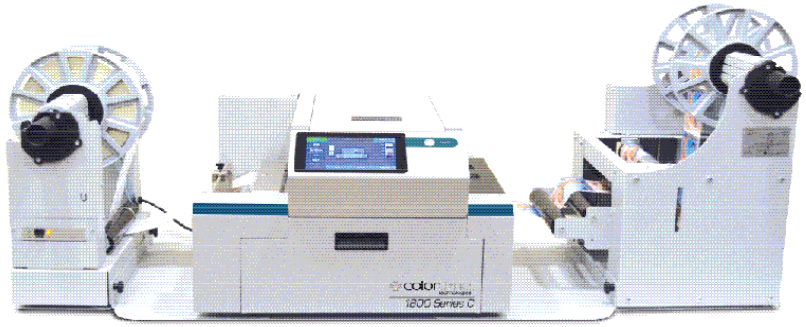
2 Print & Package with JIT Labels

3 Deliver Promise to the Customer

APPLICATION: PREPARED FOOD LABELS

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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