

Benefits of Color Labels for the Grocery Industry

Quickly convey food specifications

1

Color can be used to convey nutritional information, warn of potential allergens, etc.



Easily comply with retailer requirements

2

Grocery retailers may require unique full-color pictures and color-coded labeling for every item. Plus, standards vary by retailer.

Prevent loss of pre-print

3

Design formats continuously change, resulting in huge loss of pre-print. Large runs of pre-printed labels not suitable for small-batch quantities of food products.



Increase workflow efficiency & branding

4

Color labels can be used to increase process efficiency, reduce inventory costs, and add branding elements.

Improve set-up & lower costs

Not only are color printers easier to set up than traditional thermal transfer printers, there is also no more dealing with hard-to-thread ribbons/media or consumable printheads.

5

