Case Study:

TEKLYNX Labeling Software Made it Easy for Natural Beauty Growers to Design & Print Labels for Over 1200 Products in Multiple Locations

Solution: LABELVIEW
Industry: Agriculture & Horticulture
Reseller: Miles Data

Background

Natural Beauty Growers is a leader in the agriculture & horticulture industry and grows over 100 million finished and young plants annually for customers throughout the United States. Since 1972, they have grown their business to meet their customers demands through automation and multiple growing locations. Currently, they have 3 locations with over 50 acres of greenhouse growing space located in Wisconsin, Iowa, and South Dakota.

Situation

Natural Beauty Growers' previous labeling environment consisted of a QuickLabel Printer and TEKLYNX entry-level label design software, LABEL MATRIX, for about 12 years. They realized that they needed to upgrade to a new color printer due to new labeling requirements from one of its largest customers that would require a fresh new product label in full color. The new label must have the following information:

- ✔ Common and scientific name
- ✔ Mature size and shape
- ✔ Sun tolerance
- ✔ Water requirements
- ✔ Hardiness
- ✔ Fertilizer
- ✔ Use
- ✔ Care and features

To meet the new labeling requirements that were put in place by their customer, Natural Beauty Growers purchased an Epson ColorWorks C7500 printer, which in turn inspired them to re-evaluate their current barcode labeling software.

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Challenges

- ✔ Using outdated labeling software and printer

- ✔ Unstandardized labeling software solutions across three locations

- ✔ Labeling errors due to inability to view labels prior to print

Results

- ✔ Printer compatibility expanded to 4,000+ TEKLYNX native printer drivers, including Epson ColorWorks C7500

- ✔ Seamlessly upgrade from LABEL MATRIX to LABELVIEW

- ✔ Reduce labeling errors by previewing each label prior to print

- ✔ Save money by utilizing a Software Maintenance Agreement (SMA)

They were looking for software that could:

- ✔ Scale up to meet the label printing needs of their growing operation
- ✔ Allow for quick training for internal teams
- ✔ Support WYSIWYG color label printing to the Epson ColorWorks C7500 printer
- ✔ Reduce labeling errors by implementing database connections

Solution

Natural Beauty Growers turned to their trusted reseller, Miles Data, when they were looking for new labeling software. They looked at all of the top barcode labeling software solution providers, but in the end, they chose TEKLYNX. "The choice was easy," stated Jess Roethle, Corporate Facility & Purchasing Manager. "TEKLYNX had an abundance of printer drivers to choose from as well as live customer support to help our internal teams learn their new LABELVIEW software." LABELVIEW's plethora of printer driver compatibility ensured seamless integration with the Epson ColorWorks C7500 printer that guaranteed WYSIWYG printing for their on-demand color labeling needs.

With the help of both TEKLYNX and Epson, Natural Beauty Growers installed LABELVIEW barcode label design software in Wisconsin, Iowa, and South Dakota in order to keep production moving as well as stay compliant with their customer's new labeling requirements.

LABELVIEW is a robust and dependable label printing software solution. With the ability to connect to any database, this software is designed for mid-level labeling requirements to help users barcode better. Key features of LABELVIEW include:

- ✔ Easy-to-use interface and wizards growing operation
- ✔ Over 100 barcode symbologies
- ✔ Customizable print interface
- ✔ Variable pick lists to increase flexibility
- ✔ Print to unlimited number of printers

DOWNLOAD TRIAL

Results

With their newly implemented barcode label design software, LABELVIEW, Natural Beauty Growers was able to seamlessly upgrade their previous labeling environment with zero downtime. Natural Beauty Growers also had the ability to:

- ✔ Quickly train their internal teams
- ✔ Utilize on-demand color label printing
- ✔ Keep labels consistent across their three locations
- ✔ Seamlessly upgrade from LABEL MATRIX to LABELVIEW
- ✔ Reduce labeling errors by seeing a preview of every label before print
- ✔ Save money by utilizing a Software Maintenance Agreement (SMA)
- ✔ Support local business by selecting a Wisconsin-based labeling software provider

"Our internal employees supported the decision to move to LABELVIEW because of how much easier the new software made their day to day labeling operations. With the simplicity of converting from LABEL MATRIX to LABELVIEW and the live support at our disposal, the transition was much simpler for Natural Beauty Growers, so thank you TEKLYNX!" states Roethle.

natural beauty

TEKLYNX Barcode Better