

On-Demand Color Labeling is on the Rise

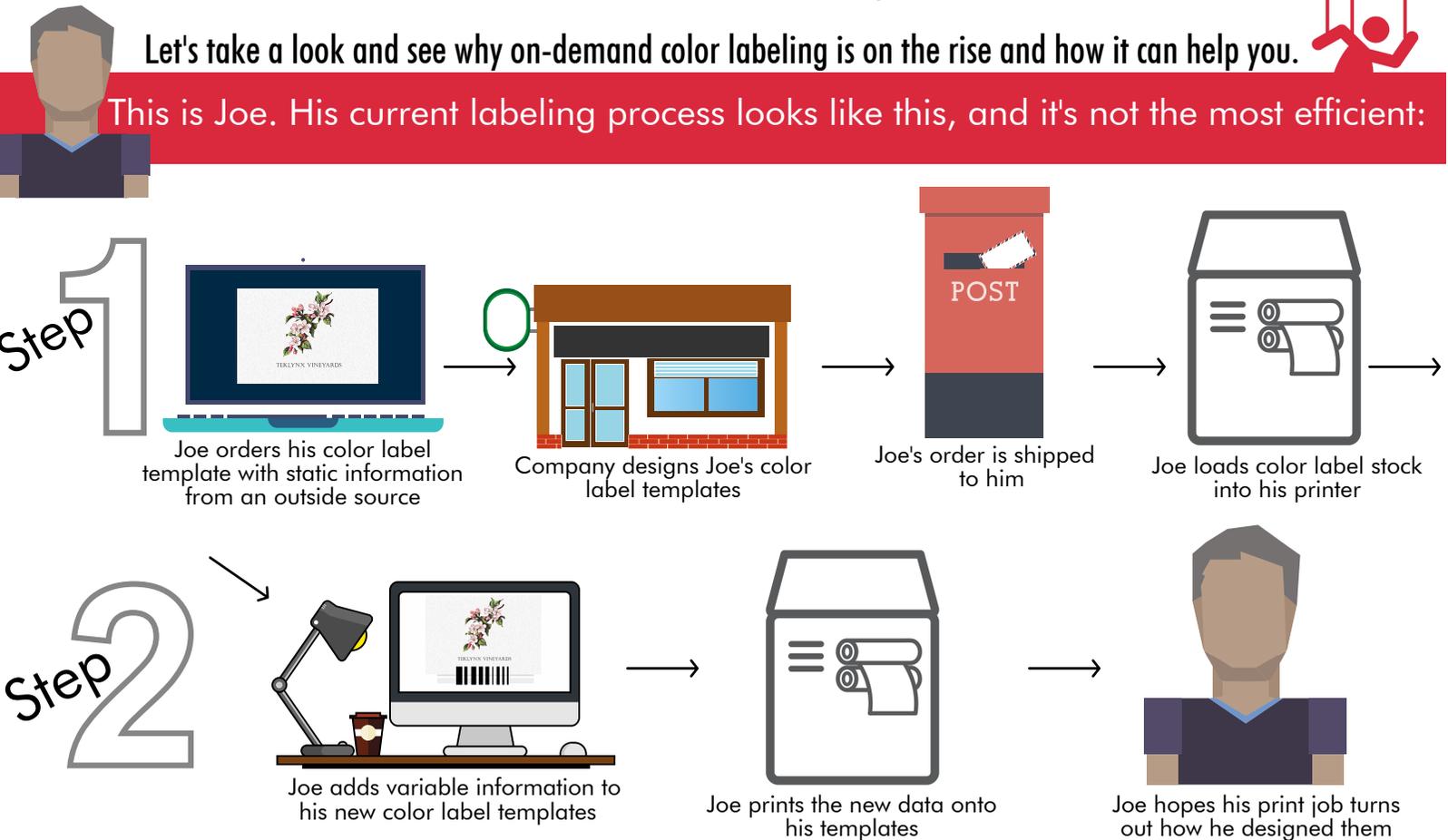


Research shows that over 80% of visual information is related to color! Manufacturers globally are starting to use color to stay compliant with regulations, create visually appealing labels, and to even keep their warehouses organized. However, many people labeling in color follow an inefficient process... but there's a better way!



Let's take a look and see why on-demand color labeling is on the rise and how it can help you.

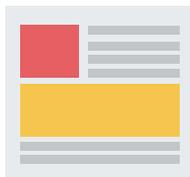
This is Joe. His current labeling process looks like this, and it's not the most efficient:



What if the static information on his labels change?



New address



Changes his label layout



Adds new products



Changes color or graphic on his label

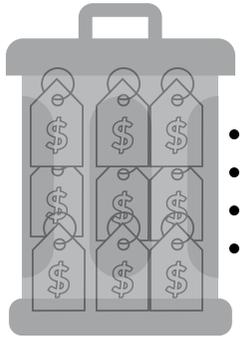


New logo



Different information on his label

Any small change to Joe's labels now makes his pre-purchased color label obsolete, resulting in loss of:



- Time
- Money
- Label Stock
- Sanity



Not another production delay!

50%

of labeling costs can be cut by eliminating inventory of pre-printed label stock

Sometimes 2 isn't better than 1

Here's an ideal labeling process...
ON-DEMAND COLOR PRINTING



Joe adds all the color elements and information he needs to his labels



Joe prints his color labels on-demand



Joe is happy his labels printed as he designed them

Color isn't just a desire, it's required

INDUSTRY REGULATIONS

Globally Harmonized System of Classification and Labeling of Chemicals Regulation (GHS)

GHS defines & classifies the hazards of chemical products. Red pictograms are required in GHS labeling

2-Step Process

Many manufacturers end up with:

- Empty pictogram frames
- Misplaced icons
- Overlapping borders and symbols
- Large black overstrikes

On-Demand Color Label Printing

Now you'll end up with this:

- Lower risk of error
- Compliant labels
- Icons placed accurately
- FULL CONTROL of your labeling environment.



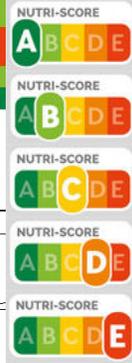
The Food Information for Consumers (FIC) &
The European Union (EU) Regulation 1169/2011

Is your food product being consumed in the EU?
On-demand color label printing will help you!



Chocolate	
NUTRITION INFORMATION	
100g	
Energy	2240 kJ / 538 kCal
Fat	33 g
of which saturates	20 g
Carbohydrate	50 g
Sugar	48 g
Protein	6.1 g
Salt	0.1 g

INGREDIENTS	
Sugar, cocoa paste, cocoa butter, concentrated <i>milk</i> butter, emulsifier (<i>soy</i> lecithin), <i>hazelnut</i> traces, <i>almonds, milk</i> .	



Some nutritional formats in Europe are testing the use of colors for their products to improve consumer awareness.

Beat the curve and go on-demand today!

Want to learn more about the benefits of on-demand color printing?
Click below to get in touch with TEKLYNX!

GET IN TOUCH



On-Demand Color Labeling Will...

- Speed up your design and print process
- Allow you to eliminate out-sourcing
- Save you money
- Give you full control of your labeling environment
- Guarantee current, accurate data on your labels
- Keep your brand constant throughout your labels
- Create more eye-catching & attractive labels
- Preserve your sanity

Rise to the occasion with TEKLYNX. Switch to On-Demand Color Labeling today!



TEKLYNX International is the world's leading barcode and RFID labeling software developer and solutions provider. An industry innovator for over 30 years, TEKLYNX helps companies operate smoothly and efficiently by implementing labeling solutions that streamline operations while staying ahead of industry-specific compliance and emerging regulations. TEKLYNX is world-renowned for its customer service; offering flexible purchase options, unparalleled service and support, and a comprehensive product offering that grows with companies over time. With operations in the United States, Europe, Latin America, Japan, China and Singapore, more than 630,000 companies in over 120 countries look to TEKLYNX integrated software solutions for their standard of success.

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