

## 4 reasons to bring your colour label printing process in-house

From branding to product safety, colour labels convey important information to consumers, making it vital for businesses to have seamless colour labelling processes in place. Many choose to outsource their printing and opt for pre-printed colour labels, but this can be a costly, wasteful, and inefficient approach.

The alternative? An in-house operation, powered by a versatile industrial colour label printer.

There's a lot to weigh up: Is it cost-effective? How much productivity can be gained? Can you achieve a professional finish?

Keep reading to see the key benefits of investing in a colour printer for a more agile and efficient labelling operation, in-house!



### 1 Greater flexibility

Investing in an industrial colour label printer, like Toshiba's BC400P, allows you to **print labels instantly and changeover packaging lines with ease**. Quickly adjust label designs, sizes, and quantities to meet specific product requirements or respond to market demands promptly.

**Perfect for just-in-time and short-run productions**, the ability to print on-demand is especially beneficial for businesses with a diverse product range or those offering customisation.

If you want greater flexibility and agility, bring your labelling operation in-house.



### 2 Reduced costs and downtime



Printing your own colour labels will reduce your reliance on external suppliers and all the costs involved in outsourcing. **You won't have to contend with minimum order quantities on pre-printed labels, or the risk of late deliveries or long lead times** which can cause unnecessary delays in your operation.

Going in-house also reduces the risk of backorders, late shipments, unhappy customers and lost business, all of which can affect profitability and brand perception.

It can also open up opportunities for diversification and new revenue streams: why not offer label customisation options to your customers?



### 3 Reduced waste and inventory management



An outsourced approach relies heavily on a well-managed label inventory, which requires a significant amount of time, money, and precious storage space. **Having the right labels in stock at the right time for the right product is often a challenge**, and when bulk-buying pre-printed labels, it's easy to incur a lot of waste.

The unpredictability of how many pre-printed labels to order often leaves you with far too many or simply not enough, and both scenarios can affect your bottom line. **Any misprints, design adjustments or changes to product information can instantly make your stock unusable**.

All of this can be avoided with your own colour printing solution. **The versatility to adjust print quantities and label information on-demand means your labels won't go to waste**. This will improve inventory management, saving money, time, and the planet as a result.

Toshiba's BC400P industrial colour printer has outstanding versatility for printing variable content with ease. Capable of handling super flexible label widths, from 25.4 mm to 120 mm, and an industry-leading print length of up to 500 mm, enables businesses to meet all their colour labelling requirements without the hassle of stocking pre-printed labels for every product.



### 4 Enhanced quality and compliance

From chemical and pharmaceutical to food and beverage, **highly regulated industries can easily meet quality and compliance standards with an in-house printer**. By having full control over the label production process, you can closely monitor colour accuracy, content, and adherence to regulatory requirements. Vital information such as expiration dates, allergens, batch codes, hazards and more, can be updated, printed and applied on-site, **reducing the risk of costly errors and misprints**.

**Did you know? Research shows that mislabelling is costing IT Directors £65,000 a year, not including the indirect costs associated with loss of reputation or time!** (NiceLabel)

With Toshiba's BC400P industrial colour printer, you'll get reliable full-colour results at high-speeds of 300 mm/second, with consistent and long-lasting colour stability. Super high-smudge and weather resistance, as well as UV fade resistance, gives businesses the same professional, compliant, on-brand results they expect from an outsourced production with all the added benefits of an in-house operation. Prioritise consumer safety without compromising on brand identity, to help you stand out from the crowd for all the right reasons.

## Want to know more?

TOSHIBA

Interested in reading more insights like these? Check out our website to find out more about the BC400P colour label printer, or get in touch to see how we can support your business with future-forward workplace solutions.

[info@toshibatec.co.uk](mailto:info@toshibatec.co.uk) | [www.toshibatec.co.uk](http://www.toshibatec.co.uk)