

An Affordable In-House Solution for Printing Contract Packaging Labels

SwiftColor[™]
Digital Inkjet Color Printer

THE BACKSTORY

It's no surprise to you. The Global Contract Packaging market is experiencing significant growth with the greatest share in North America.

- The global market in 2017 was valued at USD 40.65 billion in 2017, and is expected to reach \$78.14 billion by 2023 at a CAGR of 11.51%*
- OEM's are increasingly focusing on cost optimization and their core business- so they're turning to you!
- Rapid growth is due to the increasing demand for packaging in segments, like food & beverages, pharmaceuticals, beauty care, and others
- The global increase in the number of e-commerce companies is driving more demand for contract packaging
- Contract packaging companies in the United States have learned to adapt to challenging business conditions
- At the same time-- you're experiencing intense global competition, cost pressures, and highly variable demand from OEMs

IN-HOUSE LABEL PRINTING

When it comes to the North American contract packaging industry, why are companies like yours increasingly investing in in-house label-printing solutions?

Contract packagers report lead times for their labels are 7-10 days, longer if their label vendors are running a new design. If a label vendor only has conventional printing presses on their production floor, lead times can take even longer and minimum job sizes are usually around 1,000-2,000 linear feet. However, most contract packagers have run sizes much smaller than that. If a label vendor has digital production presses on their production floor, you're going to pay an ultra-premium for those labels.

With multiple SKU's, small runs and the need for break-out color- you need a better solution.

The SwiftColor SCL4000 desktop digital label printer is designed to print high-fidelity custom labels whether you need 1,000 labels, 100 labels or just one label.

*Mordor Intelligence, Contract Packaging Market Market - Growth, Trends and Forecasts (2018-2023)

THE SOLUTION: SWIFTCOLOR SCL4000

Our digital printers offer a print-on-demand solution for all your customer's products.

- Strong ink densities for solids - colors that truly pop!
- Durable labels - can handle ice baths, water and won't smudge or scuff
- Never wait on another label delivery again
- Handles small widths and lengths better than any unit on the market
- Easy-to-install and really simple to maintain
- Eliminates inventoried labels becoming obsolete if a design or FDA regulation changes
 - If you're introducing a new variety of food, chemicals, nutraceuticals or beverages - or if your customer wants to try out the look of a new label design, print and apply new labels the same day
- You'll really like your lower price-per-label costs



For more information about the SwiftColor product line for contract packaging, please contact us at 732-271-7369/7358 or info@swiftcolor.com