

# An Affordable In-House Solution for Printing Craft Beer and Spirits Labels

**swiftcolor**<sup>TM</sup>  
Digital Inkjet Color Printer

## THE BACKSTORY

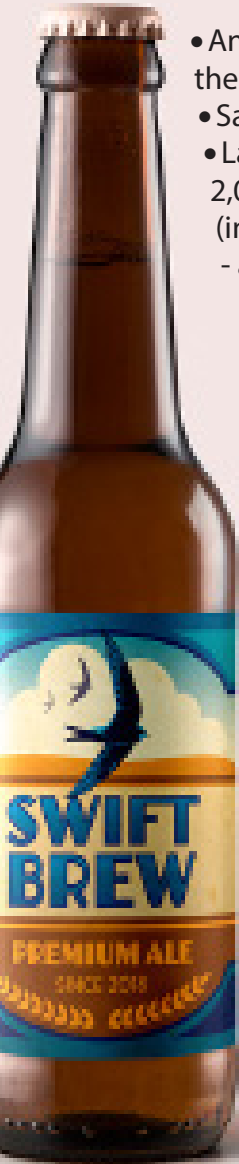
It's no surprise to you. Craft beer and craft spirits have been two of the fastest growing segments within the North American beverage industry:

- Annual craft sales have grown more than 65% in the past five years
- Sales are almost \$5.8B in 2017.
- Last year, brewers like you debuted more than 2,000 new products in the total beer category (including ciders and flavored malt beverages) - and 1,800 of them were craft beers

## IN-HOUSE LABEL PRINTING

North American craft and spirits companies are increasingly investing in in-house label printing solutions.

Craft brewers and distilleries 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 craft beverage companies 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 SOLUTION: SWIFTCOLOR SCL4000

Our digital printers offer a print-on-demand solution for all your products - from amber ales to sweet stouts and from single malts to red corn whiskies.

- Strong ink densities for solids - colors that truly pop!
- Durable labels - can handle ice baths and water
- Never wait on another label delivery - print and apply on the same day
- Eliminates inventoried labels becoming obsolete if a design changes
- Handles small widths and lengths better than any unit on the market
- Easy-to-install and really simple to maintain
- You'll really like your lower price-per-label costs



For more information about the SwiftColor product line for craft breweries and distilleries, please contact us at 732-271-7369/7358 or [info@swiftcolor.com](mailto:info@swiftcolor.com)

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.