

An Affordable In-House Solution for Printing Nutraceutical Labels

swiftcolor[™]
Digital Inkjet Color Printer

THE BACKSTORY

It's no surprise to you. Nutraceuticals are one the fastest growing segments in North America and are likely to progress at a CAGR of over 7.8% from 2016 to 2024.* That's because all these factors are increasing:



- Functional food and beverages utilized by the baby boomer population in North America
- Popularity of botanical dietary supplements due to low cost and easy availability
- Consumption of sports and energy drinks
- Rising disposable income of consumers
- Innovation in nutrition content and flavor which will open new avenues for industry growth over the next eight years
- Interest in supplements that can reduce total and low-density lipoprotein (LDL) cholesterol content, thus reducing the risk of cardiac diseases

IN-HOUSE LABEL PRINTING

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

Nutraceutical producers 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 nutraceutical 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 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, Nutraceuticals Market - Growth, Trends and Forecasts (2018-2023)

THE SOLUTION: SWIFTCOLOR SCL4000

Our digital printers offer a print-on-demand solution for all your products - from vials to sachets, and tubes to bottles.

- Strong ink densities for solids - colors that truly pop!
- Durable labels - can handle squeezing and water and will remain unscuffed
- Never wait on another label delivery again
- Eliminates inventoried labels becoming obsolete if a design or FDA regulation changes
- If you're introducing a new variety of botanicals or if you want to try out the look of a new label design, print and apply new labels the same day
- 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 nutraceutical manufacturing, please contact us at 732-271-7369/7358 or info@swiftcolor.com