

# FX Luminaire



SUCCESS  
STORY

## FX Luminaire Cuts Costs by 75% and Gains Efficiencies with BCS Label and Epson

*“This was a much-needed upgrade and a great result that produced fast, tangible benefits, including a pretty impressive ROI.”*



Laurin Castellanos  
Operations Manger  
FX Luminaire



*Epson's TM-C3400 printer offers cost effective, on-demand color printing ideally suited for manufacturing environments.*

*FX Luminaire has manufactured high quality, low voltage exterior lighting components for over 20 years, complemented by the industry's best 10-year exclusive warranty. In February 2009, Hunter Industries, one of the world's leading manufacturers of irrigation equipment for the landscape and golf course industries, acquired FX Luminaire. With more than 250 product patents and 40 trademarks to its credit, Hunter is considered the innovation leader in irrigation equipment.*

### A pricey process

Prior to being acquired by Hunter Industries, FX Luminaire relied on its laser printers to produce approximately 12,000, 4"x5" color labels a week for boxes containing its light products, master containers and end wraps as well as half-size labels for accessories. In addition to the expense of the laser printer toner, FX Luminaire's previous labeling process included the use of costly labels. At \$175 a toner cartridge, FX Luminaire spent over \$400 per week to refill the laser printer with no system to recycle the old toner cartridges. The process was also labor intensive and complicated, requiring several steps to produce labels for each of the company's 10,000 stock-keeping units (SKUs).

### A brighter day

FX Luminaire was looking for a more efficient, cost-effective labeling process. The company looked to BCS Label, a value-added reseller with over 50 years of industry experience with consumables for printing applications, for a better option. By introducing FX Luminaire to Epson's TM-C3400 inkjet printer, BCS Label and its distributor ScanSource proved that labeling can be easier, cheaper and "greener".

"The BCS Label / Epson solution simplified and sped up our labeling process, cut our costs and allowed us to responsibly recycle our cartridges," commented Laurin Castellanos, Operations Manger, FX Luminaire. "Now we have a database of all our labels available to print when we need it which any of our departments can access. This has improved our production efficiency. In addition, the labels are excellent quality, which enhances our brand. It was a much-needed upgrade and a great result that produced fast, tangible benefits, including a pretty impressive ROI."

### Saving on supplies

With the BCS Label / Epson solution, FX Luminaire saves countless hours by improving its workflow process, cuts costs by 75% on supplies every month (a savings of nearly \$19,000 per year) and recycles inkjet cartridges, to support its sustainability initiatives. FX Luminaire prides itself on the fact that its products are manufactured in southern California where the company complies with the world's toughest environmental, labor and work place safety regulations.

### HIGHLIGHTS

- Custom on-demand color printing for durable, quality labels at low cost
- Accepts a variety of media stock from 1.2" to 4.4" in width
- Easy user access with front loading of labels and ink cartridges

"We relied on our relationship with ScanSource to deliver the most innovative printing solutions from Epson," said Fred Braun, Account Representative, BCS Label. "We know Epson's reputation is the strongest in the inkjet space, and we worked closely with Epson to make sure this was a viable option for our customer. We pride ourselves on solving customers' problems and customizing solutions that add value, and this was a textbook case of how it works."

### EPSON SOLUTION PARTNER

#### Hardware and Software:

Epson's TM-C3400 printer and BCS Label custom label solution



*Manufactured in southern California, FX Luminaire products combine superior materials, finish, and workmanship for custom residential and commercial projects.*