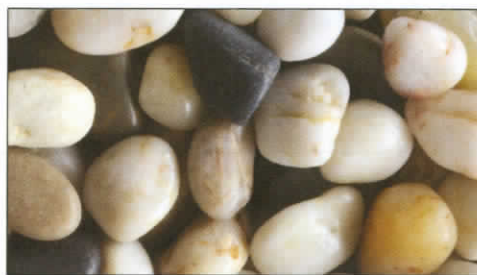


GEMFormulas Natural Remedies



SUCCESS
STORY

GEMFormulas Energizes Custom Product Labels with Epson's SecurColor Printer

"Epson's SecurColor printer turned custom product labeling at my small business into a creative, trouble-free, 'instant' experience."

Isabelle Morton
Owner
GEMFormulas Natural Remedies



Epson's SecurColor inkjet printer prints custom, color-enhanced labels on demand.

GEMFormulas Natural Remedies is a manufacturer and online retailer of gemstone energy products. Owner Isabelle Morton founded her Manchester, CT-based business to help spread the word about the healing energies of therapeutic gemstones among consumers and health practitioners. Her product line includes all-natural xylitol pills imprinted with gemstone energy fields, gemstone spheres, therapy necklaces, and gemstone therapy training.

Dilemma: print on-demand color labels

One of Isabelle Morton's first decisions after launching GEMFormulas was choosing a labeling solution to produce high-quality color labels for her gemstone energy products. She needed to print a broad array of custom color labels in small amounts. Like many new business owners, she looked online, but was dismayed at the high cost of printing large quantities that she didn't need. Also, with large quantities of pre-printed labels on hand, she would not have the flexibility to change the label design as needed. "I knew there had to be a better way for a small business person to put products on the shelf," she said.

On-demand labels deliver ROI

Her quest led her to Epson's SecurColor™, an on-demand color inkjet printer, recommended by value-added reseller RACO Industries, an Epson VAR Inkjet Partner. After realizing that

she could produce professional-looking product labels quickly and easily in her own office, Morton knew she had found the right solution. "I was even more convinced when the printer 'paid for itself' after only a few short runs of several dozen labels," she said.

Change label designs on the fly

"Epson's SecurColor printer turned custom product labeling at my small business into a creative, trouble-free, 'instant' experience," said Morton. After getting valuable suggestions from health food store managers about her initial label graphics, she could easily respond, "No problem!" Morton went back to her designer for a few changes, then printed a quick run of improved labels with Epson's SecurColor.

Affordable solution with high-end results

"After asking Isabelle about her needs, budget and plans for growth, we knew that Epson SecurColor would offer the creativity and control that her small business needed," said Don Mech, vice president of business development at RACO Industries of Cincinnati, OH. The value-added reseller offers a wide array of technology products from multiple vendors for many applications, and services independent operators like GEMFormulas as well as larger retailers with many locations. "We thought the printer's affordability, ease of use, and output quality would make Epson's SecurColor a perfect fit for GEMFormulas," he said.

Quality reflects professionalism

"Gemstone medicine is an idea that's time has come, and I truly believe the world is ready for this advanced healing method," said Morton. "So, it's very important to me that the product labels reflect my own professionalism and belief in this product."

The Epson printer produces GEMFormulas labels with impressive text and image quality at speeds up to 3.7 inches per second, using Epson MicroPiezo® inkjet technology print

HIGHLIGHTS

- Epson SecurColor allows GEMFormulas Natural Remedies to produce custom labels on demand 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

heads for precise control over the ink. "We're also very happy with the photo quality of the gem images on our single-sphere packet labels," she said.

After seeing the labels, Morton's business coach could already see GEMFormulas as a top-shelf item at health food stores. "I usually have a lot of advice for my clients about packaging," he told her. "But the product labels you made with the Epson printer just hit the ball out of the park."

Print flexibility for wide range of labels

"I would highly recommend Epson's SecurColor to anyone with a small business, especially a home business, and a lot of products to customize," said Morton. "As my products evolve, it's now so easy to make design changes and produce new labels." The printer can also print other kinds of labels, tickets, wristbands and more, on a variety of media stock on paper rolls up to 4.4" wide for healthcare and inventory management.

Morton keeps a manageable inventory of GEMFormulas products, so she can easily fulfill online orders. "After I make a lot of sales, I print out another supply, but I know that SecurColor is always in my office, ready to print on demand," she said. The Epson printer also offers her easy access with front-loading labels and ink cartridges, and its small footprint fits easily next to her desk.

New level of excellence

"Epson's SecurColor has allowed me to move into a new level of excellence in the presentation of my products," said Morton. "While some small companies may struggle for a time to get packaging right, my custom label solution worked on demand. The Epson printer is also allowing me to grow faster and get into more areas than I ever could have before – because now I have instant packaging."

EPSON SOLUTION PARTNER

Hardware and Software:

Epson's SecurColor printer and
RACO Industries custom label solution



Owner Isabelle Morton of GEMFormulas adopted Epson's color-on-demand label printer to create professional product labels for her small retail business.