

On Demand Printing with the Datamax I-Class Printer

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There are many customers that come to mind that have had great results and savings once they purchased a Datamax Thermal Printer and began printing their own labels on demand.

My customer Specialty Products is in the Cleaning and Chemical products industry. The owner, Jennifer, decided she wanted to print her own labels, so she purchased a Datamax I 4208 TT printer. Now, some two years later, they are printing labels with different color ribbons, synthetic materials, all on demand, to fill orders as they are received. No more need to inventory a large variety of labels. Aside from 20-30% savings, she saved on plate charges, and most importantly, turn-around time. This company is now in control of their custom labels. The benefits of owning a Datamax printer are great for introducing new products, printing sample labels, test products, and the ability to change and improve current labels. By offering their customers the option of pre-printed, multicolor, generic labels that can be further customized with the Datamax printer has expanded Specialty Products offerings to their customs, thus, increasing their business.

Specialty Products is considering purchasing another printer, the wider Datamax W-6308 with 300 dpi for the larger containers. This would even expand their capabilities and eliminate totally pre-printed labels all together. Specialty is extremely happy with the purchase of their Datamax I-Class Printer and would recommend that other companies take a serious look at the cost savings and efficiency that can be achieved by printing their own labels.

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Helping companies make their mark in the industry

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