

FOOD & DRUG PACKAGING

Winery uncorks custom case labeling solution

With a print-on-demand system and color-coded labels, Fetzer Vineyards reduced inventory requirements and improved bar code quality.

When shipping wine to different locations, the labels need to have more than just a change of address.

Each state and region has different regulations on what needs to be placed on the labels. Preprinted shipping cases needed to have labels that contained specific governmental and internal data to ensure a successful delivery. It can be costly to warehouse preprinted cases.

Fetzer Vineyards knows how difficult case labeling is. After all, the company has shipped 3.5 million cases of wine in one year alone.

Fetzer implemented a proposal from equipment supplier Labeltronix that increased shipping efficiencies, reduced overall costs and minimized downtime related to labeling cases of wine.

Fetzer switched from ink jet case coding to a "print on demand" print-and-apply system using color-coded case labels to differentiate various types of wines. The color-coding helped improve efficiencies as forklift operators could identify shipping boxes from their seats.

Fetzer's now has six **Label-Aire 2138 Print-and-Apply** systems. To further reduce downtime, Fetzer Vineyards switched from bulky rolls of labels to a fanfold label configuration that used premium-coated thermal transfer paper. Fan-folded labels are easier to store, change out and reload on the equipment.

By incorporating bar-coding integration software from Teklynx with a print controller, Fetzer eliminated the need of a computer at each print-and-apply system. This allowed the shipping department to customize any label needed and eliminate costs associated with buying and storing

preprinted labels for all the varieties of wines.

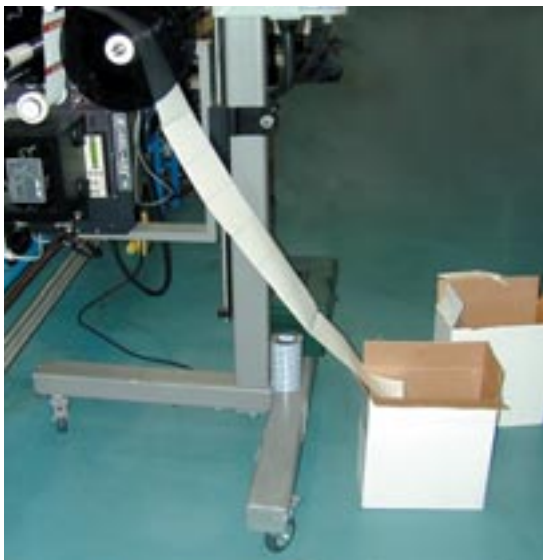
Fetzer also saved money when it went to thermal transfer paper because it eliminated the hassle of ink and solvent waste disposal. Also, the new industrial-strength **Label-Aire Print-and-Apply system** reduced the equipment maintenance while increasing the label placement accuracy to +/- 1/32-inch.

Sean Bennett, bottling manager at Fetzer Vineyards, says "This system is very clean, user-friendly, pretty simple to operate, has lower maintenance and was just well designed."

Bennett likes the flexibility that comes with the newest system. "You can put anything you want on the labels at any time."

In a nutshell

- Goal:** Insure accurate case coding and minimize materials inventory
- How:** Switch to print-on-demand system using color-coded case labels
- Result:** Cost-effective custom labels and more efficient production



Using fan-folded labels instead of bulky rolls has helped Fetzer Vineyards eliminate the costs associated with buying and storing pre-printed labels for all the varieties of wines it must ship throughout the country and the world.



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