

ADIS Brand Brief: TECH CENTRA^{hs} HIGH SPEED DIGITAL FINISHING SYSTEM



Making the Case for Printing your Labels In-House

Stop Paying the High Costs of Pre Die-Cut Blank Labels

One of the fastest growing segments of the digital printing space is the increased adoption of digital printers by small to mid-sized brands that are producing their own labels in-house. Thousands of desktop printers have been sold into the North American marketplace over the past half-decade printing labels for markets that include craft beer, coffees, teas, specialty foods, nutraceuticals, e-cigarettes, cannabis and a wide range of industrial products. Companies want the flexibility of having a high-quality, in-house economical label-printing option in place of farming out their self-adhesive labeling needs, making them dependent upon an outside source's delivery times and fluctuating sales prices.

One of the most common frustrations brands with in-house printing have are the high costs associated with ordering rolls of die-cut blank labels. Additionally, the sourcing channels for these rolls of die-cut blanks often have limitations when it comes to the ranges of paper and film material types and die-cut shapes they offer. The more specialized the material type or exotic the die-cut shape of the label, the more the price of your die-cut blank label rolls will increase.

ADSI has a solution for small and mid-size brands that allows companies to order any type of self-adhesive material for their in-house printers without having it pre die-cut.

ADSI's die-less cutting solution: A winning (and profitable) formula for your labels

No added costs, no added waiting. Become less dependent on an outside printer's delivery times and fluctuating sales costs. ADSI's Digital Finishers are roll-to-roll converting systems that laminate, cut, strip and slit labels in any custom shape on-demand. Brands save by purchasing roll label material that hasn't been die-cut, printing labels on their desktop printers and running the material through an ADSI Digital Finisher. Our typical brand customers are achieving ADSI system ROI's in a year or less. How? The table below shows daily running time requirements for a one-year payback for a range of self-adhesive label materials.

Label Costs for Pre Die-Cut Rolls vs. Non Die-Cut Rolls of Label Material								
Media	Matte White Paper		Semi-Gloss Paper		High Gloss Polypropylene		Estate Paper	
Price/SQFT	\$0.255	\$0.094	\$0.285	\$0.048	\$0.580	\$0.268	\$0.992	\$0.105
Price/Label	\$0.043	\$0.016	\$0.048	\$0.008	\$0.108	\$0.046	\$0.169	\$0.018
Piece/SQFT	\$1.773	\$0.650	\$1.979	\$0.335	\$4.055	\$1.860	\$6.892	\$0.730
ADSI Digital Finisher Payback	2 Hrs/Day for 1 Year		5 Hrs/Day for 1 Year		3.5 Hrs/Day for 1 Year		1.5 Hrs/Day for 1 Year	
Die-Cut Rolls Pricing Sources	hickmanlabel.com, kencolabel.com & blancolables.com							

To find out how we can help you become more flexible and more profitable, or to receive some printed samples that showcase our products, **call us today.**



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