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**Michelle Bonomo, Owner
Private Label Beverages**



ADSI
ALLEN DATAGRAPH SYSTEMS, INC.



iTech Cypher Digital Label Printer and iTec Talon Digital Label Finisher

THE CHALLENGE

Private Label Beverages is an Ohio-based contract packager with more than 30 years of experience in the beverage labeling industry. They provide custom-labeled caffeine-free craft sodas and water to mom and pop shops, corporate clients, local restaurant chains and wholesale suppliers across the country. The family-run business has built on their strong reputation of great community service to provide new and exciting ways to help their clients expand their own customer base through strategic branding. Clients can create custom labels, choose one of Private Label Beverages' premade labels or send in a logo and design ideas and Private Label Beverages will do the creative development.

When owner Michelle Bonomo purchased the company in 2015, she inherited a tabletop label printer from a leading manufacturer. But as the business grew to consume hundreds of thousands of labels annually, she was challenged by long lead times, label shape limitations and the high cost she was paying for die cut blank labels.

THE SOLUTION

A year after buying the company, Michelle and her husband, Jeff, visited Labelexpo Americas in Chicago to find a solution for their label challenge. They found their way to the Allen Datagraph Systems booth and knew immediately that the print-and-cut solutions on display were the right investments to take their business to the next level. Michelle realized that with the ADSI digital printer and finisher in place, "We could make any size or shape label we want. We would no longer have to order rolls of die cut blanks, wait for them to get here, and pay an astronomical price if we only needed a very small run."

After doing extensive research on the available digital printing systems in the market that could provide the quality their customers required, Private Label Beverages ultimately purchased the ADSI iTec Cypher Digital Label Printer and iTec Talon Digital Label Finisher which were installed at their facility in Cuyahoga Falls, Ohio in March, 2018.

THE RESULTS

Michelle is “extremely happy” with the ADSI digital label systems’ print and finishing qualities. In the past, Private Label Beverages had been printing on die cut blanks because their in-house printer had no finishing option. And because their beverage products are often placed in ice buckets or coolers there is a lot of condensation and with their prior label printer output, ink bleed was a major issue. With the ADSI finishing system, they are able to laminate over the label which creates a resilient solution for their customers by eliminating ink bleed and maintaining label integrity.



Michelle states, “The labels just look better. The color quality is improved. We used to get a lot of streaks and lines in our printed images, which we don’t get with our ADSI printed labels.”

ADSI offers a cost-efficient turnkey solution for short-run labels. The systems’ speed and flexibility is ideal for the on-demand nature of the private label beverage market. Michelle adds, “It’s great to be able to do everything in-house. We print, laminate, cut and apply all of our labels here.”

According to Michelle, technical support for the ADSI systems has been “out of this world.” ADSI president Alex Wright acknowledges, “We hear compliments about our service team constantly. Service and support is a real ADSI strength. We are the only manufacturer that manufactures, sells, and supports our own equipment. Our competitors don’t actually manufacture the equipment they’re selling. If something goes wrong, companies have to talk to someone on another continent. If you have an issue with one of our units, you call us up and you talk to the person who built your machine.”



Michelle estimates that between what she’s saved on paper, laminate and ink, the systems will have just a two-and-a-half year ROI. And the satisfaction of her customers who can now have a wide range of laminated, differently sized and shaped highest quality labels is immeasurable.

