



"Our products and labels look great, and now they are waterproof!"

Case Study: Jordan Essentials' Responsive Waterproof Labeling

Executive Summary

Before contacting NeuraLabel, Jordan Essentials struggled with legacy flexographic printing services that limited their abilities and cut into their margins. NeuraLabel provided them with a responsive printing and finishing system for narrow or wide labels on demand with scalable volumes and increased flexibility to develop new products. Key results include the following.

- Reduced label costs and label inventories
- Increased revenues from new products

Challenges: A huge inventory of labels, unproductive capital

Jordan Essentials was using the industry standard for label printing, outsourced flexography which created several drawbacks for their business. Flexographic artwork suffers as it is neither very bold nor crisp. Flexographic presses are large, complicated, and expensive, plus preparation of the plates is time consuming and expensive. These factors contributed to their printing services requiring large print runs with few options to change designs. This was expensive and inflexible and required large inventories to be managed for production packaging.

Action: Bring printing in-house to meet Jordan Essentials' needs

For a small investment in the [NeuraLabel 300x](#) Jordan Essentials brought a responsive digital printing solution in-house. Jordan Essentials is now in control. Matt Heydt, the packaging manager, said, "The 300x is responsive and scalable to our needs and offers a variety of advanced features in an entry level package that are unavailable even in larger more expensive solutions costing \$100,000. It was important for us to get a whole system serviced by an established vendor and make waterproof labels in variable sizes and shapes at an entry level cost." Labels are bold and crisp because of next generation technology.

"We are saving 50% on our labels, reducing our inventory and leveraging our new freedom to develop new products more quickly."

Matt Heydt
Production Manager

Results: Reduced label costs 50%, reduced inventories, & new products

NeuraLabel 300x is responsive to Jordan Essentials' needs. They are printing labels at half the cost or less, and they can print as few as one or as many as thousands of labels in a single job on the digital press. This reduced their time, space, and management of inventory, increased their profit margins on existing products and increased their revenue from developing new products.

Takeaway: Jordan Essentials used a responsive NeuraLabel digital press, lowering costs 50% and generating additional revenues with new products.

About Jordan Essentials

Started in 2000, Jordan Essentials is an American company offering American made botanical skin care products for your family from 1 of 14,000 sales consultants now in all 50 states. Nancy Bogart is the CEO and Founder and, with her staff, continues to develop and sell new all-natural affordable products to customers all across the United States.

About NeuraLabel

NeuraLabel is the leading provider of responsive label printing solutions for prime and industrial labels using next generation technology. NeuraLabel offers commercial quality and high-speed printers, roll units, and finishing systems for GHS and consumer product labels, with global onsite support.