

Case Study: Weber Packaging Solutions selects NeuraLabel 300x

Executive Summary

Weber Packaging Solutions (WPS) offers label printing as a service and also serves as a supplier to additional customers. WPS recognized an opportunity to help one of their important customers improve their short-run label printing process. The printers they were using were cumbersome, too expensive, and inferior quality. After selecting NeuraLabel to replace those printers, WPS accomplished the following.

- Zero label inventory, reduced maintenance costs, and drastically reduced down time
- The acquisition of new customers who were more satisfied

Challenges: Excess Inventory, Long Lead Times, Two-Pass Printing, Downtime & Waste

WPS's customer was using a two-pass printing technique that fell short of meeting their needs for industrial durability. This required that they hold large label inventories which had to be ordered well in advance of known needs. The labels also required a second-pass thermal printing for lot-specific information which failed to meet the customer's need for industrial durability. Their customer was frustrated and knew they were wasting money, so WPS began to look for a better solution.

"NeuraLabel 300x gave our customer everything they needed, print wide high-quality durable labels at high speeds roll-to-roll. It is superior to other label printers. Our customer couldn't be happier."

Mike Soloway
Labeling Systems
Product Manager

Action: Bring responsive Label Printing In-House

WPS evaluated several options and found that the NeuraLabel 300x solved all of their customer's challenges and included additional highly-desirable features. The 300x offered exceptional speed, a variety of widths, durable pigment-based inks, film labels, lower hardware costs, less waste, and commercial-grade printing with a lifetime print head guarantee. Based on WPS's research and recommendation, the customer did not hesitate to place 17 NeuraLabel 300x printers in multiple locations.

Results: One-Pass Printing; Reduced Stocks/Lead Times/Printer Maintenance

WPS's customer now creates durable labels, on time, in a single pass, and with zero excess label stock. They are now positioned to complete the industrial labels mentioned, as well as new label jobs they've since acquired by using the 300x. In addition, WPS plans to acquire multiple NeuraLabel 300x printers to provide similar in-house services for their additional 50,000 customers.

Takeaway: Better customer satisfaction, 1-pass printing, reduced stocks, and faster lead times as compared to printing services and other label printers

About Weber Packaging Solutions

Weber Packaging Solutions is a leading innovator in the design, engineering, manufacturing, and supply of high-performance pressure-sensitive labels, labeling systems, and continuous ink jet systems. Since founding in 1932, they have grown to provide products and services to over 50,000 customers worldwide.

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.