

# On-Demand Color Labeling is on the Rise

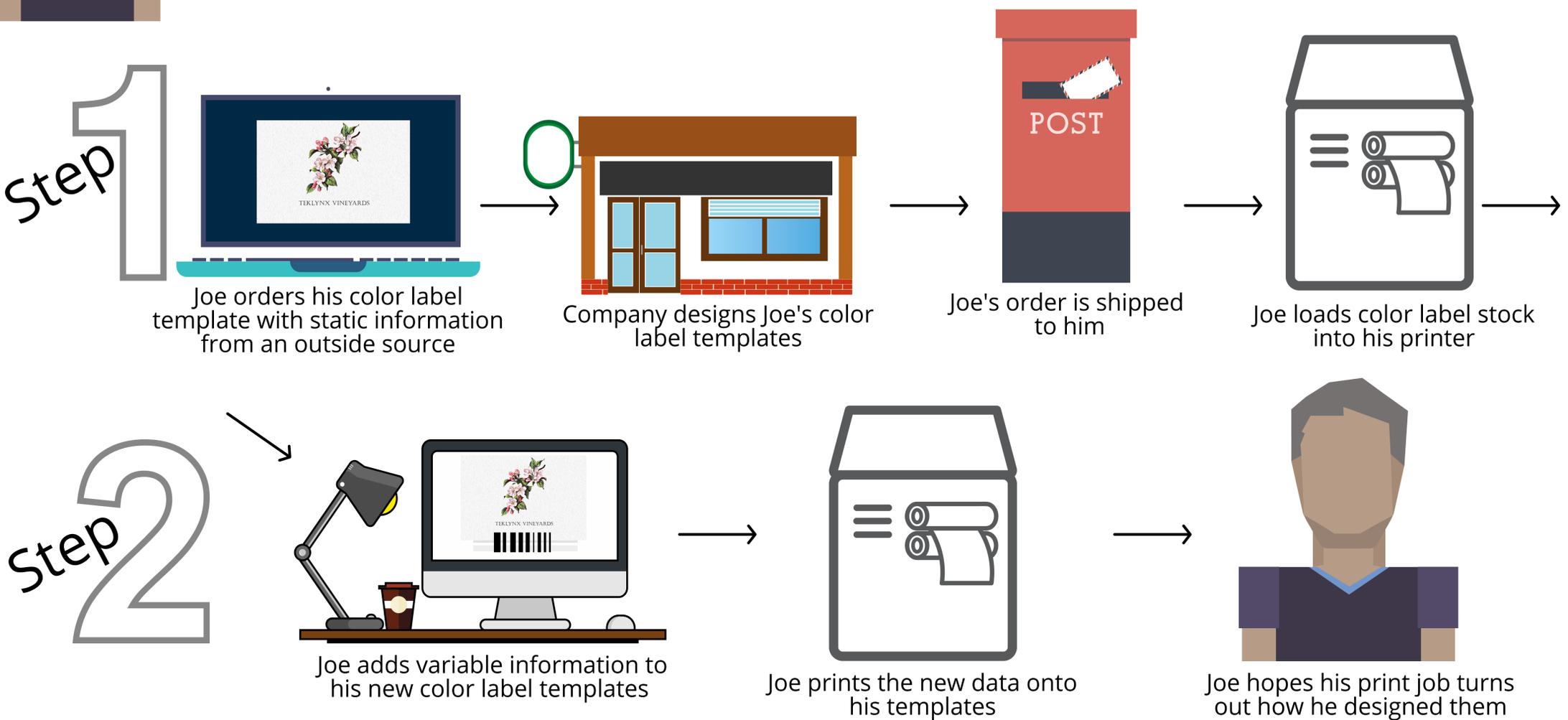


Research shows that over 80% of visual information is related to color! Manufacturers globally are starting to use color to stay compliant with regulations, create visually appealing labels, and to even keep their warehouses organized. However, many people labeling in color follow an inefficient process... but there's a better way!



Let's take a look and see why on-demand color labeling is on the rise and how it can help you.

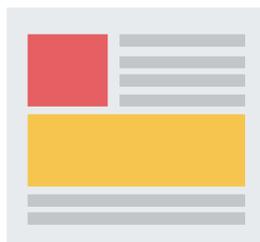
This is Joe. His current labeling process looks like this, and it's not the most efficient:



## What if the static information on his labels change?



New address



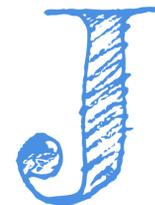
Changes his label layout



Adds new products



Changes color or graphic on his label

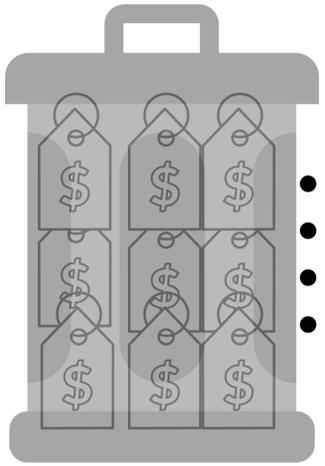


New logo



Different information on his label

Any small change to Joe's labels now makes his pre-purchased color label obsolete, resulting in loss of:



- Time
- Money
- Label Stock
- Sanity



# 50%

of labeling costs can be cut by eliminating inventory of pre-printed label stock

## Sometimes 2 isn't better than 1

Here's an ideal labeling process...  
**ON-DEMAND COLOR PRINTING**



Joe adds all the color elements and information he needs to his labels



Joe prints his color labels on-demand



Joe is happy his labels printed as he designed them

# Color isn't just a desire, it's required

## INDUSTRY REGULATIONS

Globally Harmonized System of Classification and Labeling of Chemicals Regulation (GHS)

GHS defines & classifies the hazards of chemical products. Red pictograms are required in GHS labeling

### 2-Step Process

Many manufacturers end up with:

- Empty pictogram frames
- Misplaced icons
- Overlapping borders and symbols
- Large black overstrikes

### On-Demand Color Label Printing

Now you'll end up with this:

- Lower risk of error
- Compliant labels
- Icons placed accurately
- FULL CONTROL of your labeling environment.





Is your food product being consumed in the EU?  
On-demand color label printing will help you!

Chocolate	
NUTRITION INFORMATION	
	100g
Energy	2240 kJ / 538 kCal
Fat	33 g
of which saturates	20 g
Carbohydrate	50 g
Sugar	48 g
Protein	6.1 g
Salt	0.1 g
INGREDIENTS	
Sugar, cocoa paste, cocoa butter, concentrated <i>milk</i> butter, emulsifier ( <i>soy</i> lecithin), <i>hazelnut</i> traces, <i>almonds</i> , <i>milk</i> .	



Some nutritional formats in Europe are testing the use of colors for their products to improve consumer awareness.

**Beat the curve and go on-demand today!**

Want to learn more about the benefits of on-demand color printing?  
Click below to get in touch with Gateway Business Communications & TEKLYNX

**GET IN TOUCH**



# On-Demand Color Labeling Will...

- Speed up your design and print process
- Allow you to eliminate out-sourcing
- Save you money
- Give you full control of your labeling environment
- Guarantee current, accurate data on your labels
- Keep your brand constant throughout your labels
- Create more eye-catching & attractive labels
- Preserve your sanity

**Rise to the occasion with TEKLYNX. Switch to On-Demand Color Labeling today!**

ABOUT GATEWAY BUSINESS COMMUNICATIONS



Gateway Business Communications, Inc is a leader in providing label solutions that increase efficiency and streamline operations across a wide variety of industries. Customers choose Gateway Business Communications because we bring value to their organizations. We do this by understanding our client's needs, their systems, operations and company goals then leveraging all our expertise to collaborate and develop the right solution. We specialize in delivering a complete label solution that can include preprinted labels, Print On Demand or a combination of both for a wide variety of industries. We partner with best in class hardware and software providers to ensure your labeling is efficient, error-free, and compliant.