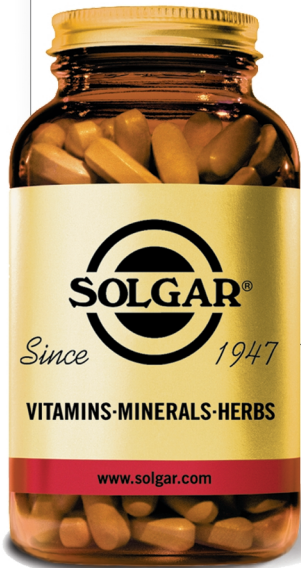


Whitehouse Printing & Labeling has helped us to continue to provide high quality products to our customers in a more responsive, flexible, and cost efficient way.



Paul Hennessey
Vice President of Operations
Solgar Vitamin & Herb

For over 50 years, Solgar Vitamin & Herb has been a leader in the Vitamin Industry. During that time, Solgar has purchased the labels for their products from outside printing suppliers. Working with Whitehouse Printing & Labeling, Solgar has now developed a full “In-House Labeling System” and is taking advantage of the recent improvements in thermal transfer printing technology. The system includes a custom label material, a specialized ribbon, custom software, and the latest in 600 dpi thermal transfer printers.

WP&L
whitehouse
printing & labeling

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THE PAIN

THE SOLUTION

Costs:

In order to keep up with all of their labeling requirements, Solgar maintains a considerable amount of inventory. In addition, because many of their needs are “short runs” their cost per thousand is elevated.

Printing “in-house” has allowed Solgar to work with a few dozen “template” label stocks, instead of thousands of SKU’s. Savings will be realized in the cost of the labels, the cost of inventory, and the cost of obsolete labels.

Flexibility:

Hundreds of products, in various sizes, in several languages, in dozens of countries results in thousands of different label designs. Any necessary change in labeling regulations results in delayed production and distribution of product until the labeling can be updated.

Solgar’s new system allows them to print “what they need, when they need it.” Labeling requirements are fulfilled on demand for each order. What formerly took several weeks to generate a new label with an outside supplier can now be accomplished in days, or hours, in-house.

Inventory:

Maintaining on-hand inventory for thousands of SKU’s is not only expensive, but requires considerable space and resources to maintain.

Because images are printed as needed, the label stocks required are drastically reduced. Furthermore, what required thousands of square feet of rack space can now be inventoried in an area $\frac{1}{3}$ of the size.

Actual label to be pasted here.

For more information on how Whitehouse Printing and Labeling can help solve your labeling pain, email us at sales@whitehousepl.com, phone us at (973) 216-4412 or fax us at (908) 534-8529.