

Introducing Private Label Program Boosts Premium Pet Food's Annual Sales by 30%

ORGANIZATION

A premium pet food manufacturer, with a national presence, requests anonymity for this case study to protect its competitive advantage. When you read this case study, you'll see why that's so important.

CHALLENGE

Old habits die hard. In this case, doing business as usual also cost sales and market share. Ironically, by trying to save money on low-cost labels, this company was missing a Class A opportunity. This client was in the habit of:

1. Waiting 4 to 6 weeks to receive its label orders from an establishment in the Midwest.
2. Paying extra every time a change was made to the label, because flexo printing relies on making printing plates, and changes requires new plates.
3. Experiencing quality issues because of color inconsistencies.
4. Delaying package times when label deliveries were slow.
5. Expecting these inconveniences were necessary to get the best price from their original label supplier.

SOLUTION

In a discovery session with the owner of this company, Labeltronix introduced the potential and promise offered by digital labeling technology. Together, we realized the possibilities that creating a private labeling program with 2,000 retail pet stores could accomplish. The introduction to digital technology now made it possible to:

1. Produce short runs of labels cost effectively
2. Change the information on labels whenever necessary
3. Receive label orders in 5 days instead of 4 to 6 weeks
4. Save money over the old way they ordered labels since no printing plates are needed

RESULTS

By offering a private label program to each of its retail pet store customers, this premium pet food manufacturer grew its sales 30% the first year after the program was rolled out to all 2,000 stores. Each store received the premium pet food, advancing its own brand and image on the product package, without paying more for the individual labeling.

Best of all, using digital labeling technology saved the premium pet manufacturer money, since creating special plates was no longer a requirement.

An unexpected benefit was the new color consistency of labels. The quality of the digitally printed label was always top notch. In the past, colors could be so far off that the pet food manufacturer had to have the labels re-printed, causing a six-week schedule delay.

"I never realized changing my label provider could have such a direct, bottom-line impact on my results," says this manufacturer. "What a breakthrough!"

