

# Great food deserves a great label

Make your food look as good as it tastes with an informative, inspiring, bespoke colour label.

Attract more buyers and increase sales by making your produce look as appealing as possible.



## Artisan food producers

- Save money by reducing label wastage
- Match your label's colours to your brand colours
- Go from print to product in minutes
- Create personalised editions with names and messages for special occasions



“ A great deal of the increase in sales - if not all of it - can be attributed to the new colour labels. ”

**Roger Danielsberg,**  
Co-owner Espa, producers of Norway's most popular car snack<sup>1</sup>.

“ The versatility and productivity of the ColorWorks C3500 helped us keep up with demand as our business grew rapidly. It even allowed us to offer personalised labels to our customers. ”

**Emmanuel ALLASIA,**  
President and Founder,  
Affaires Pâtisseries.

## Bakery, fresh food chains, and delicatessens

- Use colour to highlight food allergens and nutrition values
- Enhance fresh products with fresh looking labels
- Increase sales by building your brand
- Keep customers coming back and improve loyalty



## Coffee chains and quick service restaurants

- Make your brand stand out
- Personalise your customers' orders

- Increase sales by up to 30%<sup>2</sup>
- Create irresistible offers

## Producing food products for multiple brands



Print other brand logos in full colour on the label



Produce labels in different shapes, sizes and materials



Use QR codes to run marketing campaigns using the products' labels



Change messaging any time, in no time



Producers can be confident their food labels are safe. ColorWorks C3500 is the only desktop inkjet printer that has received ISEGA's EU food labelling accreditation<sup>3</sup>

## Nutritional information

- Highlight nutritional information
- Use colour traffic lights on food products
- Make allergens and special dietary info stand out

Calories	Salt	Fiber	Fat	Sugar
450	0.3g	3g	5g	8g
17%	3%	12%	25%	2%

**ALLERGY ADVICE**  
This product contains **wheat, gluten and egg.**

Easily create and change eye-catching colour labels

Combine ColorWorks with a tablet solution to provide a bespoke end-to-end labelling solution

Benefit from support for Linux and MacOS



For more information:  
[www.epson.co.uk/colorworks](http://www.epson.co.uk/colorworks)

<sup>1</sup> Case study: Espa Service Station <https://www.epson.eu/insights/casestudy/espa-service-station-finds-success-with-epson-colour-labels>

<sup>2</sup> <http://www.retail-manager.com/155-2/>

<sup>3</sup> The printing inks series Epson ColorWorks C3500 according to the sample submitted may be used safely for the printing of UPM Raflatac Polyjet GL WH-ON Demand/RPAF/White Glassine 65 labels. With the unprinted side it may come into direct with all kind of foodstuffs as far as the printing is concerned. For more information please contact us.