

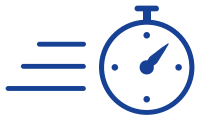
# Streamline your shelf-edge label production



# Quickly and conveniently control your label inventory

Benefit from greater control and flexibility of your shelf-edge label production with the ColorWorks C3500.

This flexible, affordable and high-quality colour label printer means you can move your shelf-edge label (SEL) production in-store. Whether creating labels with colourful logos, promotions or important product information, this dynamic label printer takes care of all your shelf-edge labelling requirements.



## Flexible and efficient

Quickly and easily add colour to labels and print a range of sizes and styles



## Cost effective

Benefit from low set-up costs and easy integration to minimise business downtime



## Vivid colours on-demand

Control the label length and design, add icons, images and highlight important messages

## ColorWorks vs alternative solutions



**On-demand.** Print as and when you need to - no more keeping stock of pre-printed rolls



**Cost effective.** Print on plain inkjet paper and avoid expensive pre-perforated sheets



**Accurate colours.** Print accurate brand colours and avoid low-contrast, low-quality electronic displays



**Low maintenance.** No manual cutting, slitting, stripping or fulfilling of labels printed on A4 printers



**High-quality.** Create vibrant, full colour labels using DURABrite pigment inks



**Easy integration.** As easy as setting up a home printer and fits within your existing IT infrastructure



**Flexible.** No limitations on label length, colour, icons and images

## Colour in retail

Adding high-quality colour to your shelf-edge labels can be a key tool in influencing consumer purchasing decisions by highlighting key products and eye-catching promotions.



56% of purchasing decisions are still expected to be made in-store by 2025<sup>1</sup>



28% of shoppers wait until they are inside the store to decide which brand to buy<sup>1</sup>



Adding colour and product imagery can help increase sales between 6 and 30%<sup>2</sup>

Avoid all the issues associated with centrally printing thousands of labels and enjoy the flexibility of printing locally, in-house and on-demand.



Display key product information



Highlight price changes



Create eye-catching Special offers



# ColorWorks C3500 specifications

Technology	Printing method	Serial inkjet printer (MicroPiezo)
	Nozzle configuration	360 Nozzles per colour
	Colours	Magenta, Yellow, Cyan, Black
	Ink technology	DURABrite™ Ultra
Print	Printing speed	Max. 103mm / sec at 360 × 360 DPI (printing width 56mm)
	Printing resolution	Max. 720 × 360 DPI
	Printing width	Max. 104mm
Media	Formats	Roll (4in external diameter), Fanfold paper
	Width	Min 30mm, Max 112mm
	Type	Continuous label, Continuous paper, Die-cut label, Black mark paper, Black mark label
General	Interfaces	USB 2.0 Type B, Ethernet interface (100 Base-TX / 10 Base-T)
	Autocutter	Included
	Supply voltage	100 ~ 240 V, 50 ~ 60 Hz
	Power consumption	Standby: Appx. 3 W, Printing: Appx. 30 W
	Temperature / humidity	Storage: -20~60 °C ( 5~85 % RH), Printing: 10~35 °C ( 20~80 % RH)
	Product dimensions	310 × 283 × 261mm (Width × Depth × Height)
	Product weight	12kg
Software	Printer drivers	Windows and Linux

1 - A two-phase research project was conducted by FTI Consulting. Phase one consisted of qualitative telephone interviews with 17 global futurists and European experts from various sectors from 22nd September-19th October 2016 to gain insights and develop hypotheses on the future of the workplace and the changing roles of the workforce leading up to 2025. Phase two consisted of a quantitative online survey conducted by FTI Consulting's Strategy Consulting & Research team from 2nd-13th December 2016. Respondents included full-time employees across five major sectors (corporate, manufacturing, education, healthcare and retail) in workplaces across the United Kingdom, France, Germany, Italy and Spain in their local languages. A total of n=7,016 full-time employees completed the survey. The breakdown of the respondents who completed the survey in each country are as follows: United Kingdom (1,329), France (1,308), Germany (1,427), Italy (1,526), Spain (1,426). The breakdown of the respondents who completed the survey in each industry sector are as follows: corporate (2,051), manufacturing (1,519), education (1,090), healthcare (1,215), retail (1,139). The n=7,016 completes yields a 3% +/- margin of error with an industry standard 95% confidence interval. Please note that the standard convention for rounding has been applied and consequently some totals do not add up to 100%.

For further information on the research methodology or FTI Consulting's market research services, visit: [Market.Research@fticonsulting.com](mailto:Market.Research@fticonsulting.com)

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

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