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25 - 27 September • Chicago  
**LABELXPO**  
**AMERICAS 2018**  
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*Color Ink*

# Color Ink, Inc. Overview

- Privately held-founded in 1984 as a commercial printer
- 105,000 sq. ft. facility located in Sussex, WI-75 full time employees
- Conventional and Digital Print capabilities:
  - 40" sheet-fed 6c Komori UV litho press
  - FujiFilm J Press 720S Digital ink-jet B2 format press
  - Komori Impremia IS29 UV ink-jet 23"x29" digital press
  - (2) Inca Wide Format Digital Flatbed UV presses
  - (1) Agfa Mira Jeti Digital Flatbed UV press
  - MGI JetVarnish Digital Foil and Digital Spot UV Embellishment Press



# “One Stop Shop” Ingredients for Success

- Customer relationships are “sticky”-not a “hot mess”
- Differentiation = fewer competitors
- Use technology to your advantage
- Adapt to needs of your customers-be nimble
- Be “laser-focused” on your market niche and become experts in it
- Print production is just one piece of the puzzle- maybe even a small part

# Tips to Consider as a “One Stop Shop”

- Impossible/Impractical to be “all things to all people”
- Think beyond “ink to substrate”
- Analyze outsourcing vs capital investment/human resources
- Cross train your employees
- Embrace the “loss leader” within your organization

# Anatomy of a “One Stop Shop” - Color Ink

Capability	Retail Signage/POP	Direct Mail	Packaging	Displays-Trade Show Booth	Consumer Products	Sales & Promotional Materials
Graphic Design	✓	✓	✓	✓	✓	✓
CAD Design	✓	✓	✓			✓
Structural Design	✓		✓	✓		
Web Programming	✓				✓	✓
Coding & Scripting	✓	✓			✓	
Variable Data	✓	✓			✓	✓
Mailing Services		✓			✓	✓
Sheet-fed Litho	✓	✓	✓		✓	✓
B2 Digital Printing	✓	✓	✓		✓	✓
Digital Printing-Toner	✓	✓	✓		✓	✓
Web-To-Print	✓				✓	
Wide-Format Printing	✓		✓	✓	✓	✓
Traditional Bindery	✓	✓	✓		✓	✓
Digital Embellishments	✓	✓	✓		✓	✓
Digital Table Cutting	✓		✓	✓	✓	✓
Die-cut/Convert	✓	✓	✓		✓	✓
Fulfillment/Warehousing	✓		✓		✓	✓
Drop Shipping	✓		✓		✓	✓
Fabrication/Assembly	✓	✓	✓	✓	✓	✓
Installation	✓			✓		



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# Color Ink Examples -

- Consumer Product Division est. 2013 by Color Ink
- Developed, patented, marketed, produced & fulfilled “in-house”
- [www.fundeco.biz](http://www.fundeco.biz)
- Partnerships with over 12 online retailers

FunDeco®



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# Color Ink Examples - Slot Machines

- Interactive kiosk slot machine designed for events/trade shows
- Custom branded for our clients
- Range in price from \$1,900-\$15,000
- Everything produced “in-house”



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# Color Ink Examples-Zazzle

- Exclusive vendor partner for online personalized gift retailer
- [www.zazzle.com/fun\\_de\\_co](http://www.zazzle.com/fun_de_co)
- Print-on-demand
- Ships directly to consumer





# Color Ink Examples-Promotional Packaging

- Sophisticated Product Launch Kits
- Low Quantity/High Value-add
- Actual print production is a very small part



# Differentiating Opportunities

- Web-to-Print (personalization, direct-to-consumer)
- Augmented Reality
- Proximity Marketing (RFID/NFC, Beacons, etc.)
- Digital Embellishments (Scodix, MGI JetVarnish)
- Hybrid Digital Printing (Conv. Print with ink-jet inline)
- Process certifications (security printing, food safe, chain of custody, HIPAA, secure facility & surveillance monitoring)