

Labels for every language area

Discover LX900e, a solution for companies that need individual product labels in different languages as well as personalised labels.



Nutrition info/Näringsvärde/Ravintosisältö	
	/100 gr
Energy/energi/energia	367 kcal/1559 kJ
Protein/protein/proteini	5 gr
Carbohydrates/kolhydrater/hiilihydraatit	85 gr
- of which sugars/varav socker/josta sokereita	34 gr
- fructose/truktos/truktoosi	21 gr
- glucose/glukos/glukoosi	13 gr
- saccharose/sackaros/sakkaroosi	< 1 gr
Dietary fiber/kostfiber/ravintokuitu	31 gr
Fat/fett/rasva	0,8 gr
Anthocyanin/antocyanin/antosyaani	min. 1380 mgr
ORAC-value/-värde/-arvo	min. 61000 mol TE



Bilberry powder
Blåbärspulver / Mustikkajauhe
100 gr.

Tillverkare/Producer:
Frebbehholm Sverige AB
Box 298, SE-751 05 Uppsala, Sweden
www.frebbehholm.se

China and Hong Kong Importer:
Frebbehholm Hong Kong Ltd.
7 Wang Kwong Rd., Kowloon, Hong Kong
Tel: + 852 237 43 102

Distributor in Finland:
Frebbehholm Suomi OY
Meteorinkatu 5, 02210 Espoo, Finland
Tel: + 358 9 888 2994

www.marjanmaku.com



Ingredients/Ingredienser/Ainekset:
100% Nordic Bilberry / Nordiska Blåbär
Pohjolan Mustikoita (*Vaccinium myrtillus*)

Store dry, cool and dark. Use within 30 days after opening.
Förvara torrt, svalt och mörkt. Använd inom 30dgr från öppnande.
Säilytettävä kuivassa, viileässä ja valolta suojassa. Käytä 30 päivän
kuluessa avaamisesta.

No additives / Utan tillsatser / Lisäaineeton

Best before/Bäst före/Parasta ennen
12-2014 BatchId: 8841110

A product from Scandinavia - Made in Sweden

Frebbehholm Trading AB, a new company producing food products based on 100 per cent natural raw materials, realised that even within the EU, every language area and every country needs its own version of product labels.

So, how did it sell its Power of Arctic raw materials around the world?

Frebbehholm Trading AB started in 2013, set up by Stefan Fahlander, Director and principal owner, and his partners in Finland, Hong Kong and Singapore. The business idea was to develop, manufacture and market food products based on 100 per cent natural raw materials from the Nordic (Scandinavian) nature. The first products, functional foods in the form of healthy food, health food and dietary supplements, were launched in December 2013.

“When we started, we did not realise that labelling would become a big issue. Our intention was to have a few ‘generic’ versions of labels for each product,” Stefan explained.

In the beginning, the labels were printed by a traditional label printing company.

“Quite quickly, we understood that this was not really possible. We realised that even within the EU, every language area and every country needed its own version of the

product label,” Stefan added. “And on top of that, requests for private labels and other special requests from our customers needed to be addressed as well.”

Hence, it was impossible for Frebbehholm Trading to rely on external print houses to have the product labels produced. What they needed was some kind of solution, which allowed them to produce the labels in house, and in the quantities they needed them. And they also wanted to be able to handle special requests on personalised and private labelling.

A solution

Stefan continued: “Before we even had the time to start looking for such a solution, we visited the Natural Products trade fair in Malmö, Sweden, in October last year. And there we happened to run into the Primera stand and the obvious solution to our problems. The Primera team showed us the advantages of the LX900e Color Label Printer.

“For example, the environmentally friendly individual inks for cyan, magenta, yellow and black, which is perfect for our closeness to nature. It means we only need to replace the ink cartridge that has been depleted instead of the entire cartridge.”

Frebbehholm Trading has invested some 3,500 Euro in the complete

labelling solution, which includes a LX900e Color Label Printer, a LX-Rewinder for no more self-rewinding of labels and a smooth production process and a AP360e Label Applicator, perfect for applying labels faster and more accurately on cylindrical containers.

“So far, we are more than happy with our investments and feel that the price-quality ratio is very favourable. Quite frankly, I haven’t even bothered to investigate other possible solutions,” emphasised Stefan.

He’s keen for a high performance version of the LX900e in the future and would be prepared to pay considerably more for such a version, if it could produce labels faster and at a lower cost per piece.

Frebbehholm Trading is really satisfied with the support and service with Primera, as well as Primera’s Swedish representative, Christian Almstedt, (Absurd Ideas AB).

“I would definitely recommend the product to other companies with similar needs,” says Stefan, “And actually, you sold one Primera LX900e due to such a recommendation from me about a week ago, which pretty much says it all.”

The Primera equipment, in combination with a database solution designed by themselves, gives the company opportunity to produce labels just in time and in exactly the needed quantity.