

My Very Own Personalised Product

What kind of product would mean more to you? One that everyone has or one that is unique, personal, special?

According to the Oxford Dictionary “to personalise” means to “make (something) identifiable as belonging to a particular person.” However as simple as the description behind this concept may sound, the implementation is very diverse especially when it comes to product personalisation. The ever-growing desire for exclusivity through uniqueness is a market development that encompasses many industries including food, drinks and cosmetics.

Probably the easiest way to make a product more special, more unique, is by personalising its label. Either by offering a selection of name variations, different colour and design templates, personalised messages or by including individual photos. The possibilities are almost endless. Nevertheless, every company should decide carefully how much room for individuality it is willing to offer to customers without risking that the label production turns into a money pit. As a business, you can either offer personalised labels as an additional service through your website or you can do it like Pixi Beauty UK.

Pixi Beauty UK is an independent beauty brand founded by Petra Strand, offering flaw-fixing, youth-enhancing products for women on the go with no time to spare. Pixi decided to offer custom labelling for their best selling product “Pixi Glow Tonic”. As their products make women flawless in a few fuss-free minutes, they also wanted their labelling service to be fast and easy. They decided to go for an in-store solution rather than offering personalised labels through an online platform as many other companies did before.

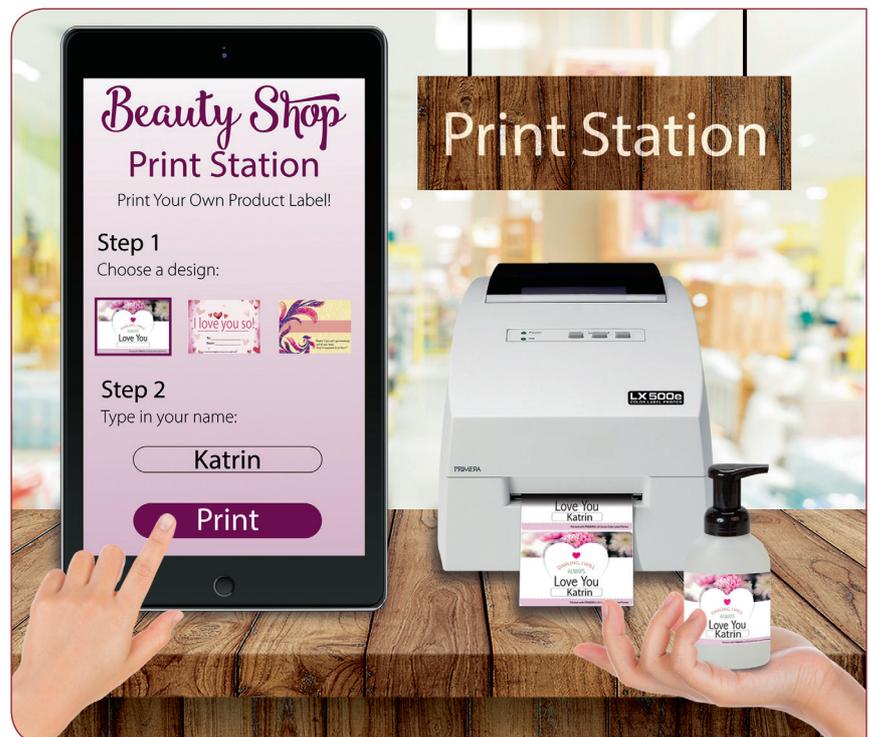
Working with an illustrator, they incorporated artwork into the software allowing users to personalise a label with image and text before having it printed live in store to take away. The main advantage of such in-store live printing solutions is exactly that it doesn't take days or even weeks until you receive your product with your ordered individual label, you just wait a few moments and then receive it directly.

Since space in stores is limited and expensive the required space for such in-store solutions must be as small as possible. If this is the case, using live printing services at sales promotions such as road shows, festivals and concerts are also possible. In addition, the print quality has to mirror the quality of the product and the solution itself must be as maintenance-free as possible.

So what kind of printing technology should you choose?

For Pixi's live printing service, the company chose inkjet-based LX-Series printing hardware by Primera Technology, a leading developer and manufacturer of speciality printing equipment.

Meeting the requirement for a compact solution, Primera's LX500e Color Label Printer is the logical choice with its footprint of



Pixi Beauty UK is able to offer customers personalised labels using Primera's LX-Series Color Label Printer

just 26.4 x 38.9 cm and a height of only 18 cm high when the printer is closed. In addition to the small footprint, minimal downtime is also important. Nothing is more frustrating for customers than having to wait for their individual label longer than planned.

The LX500e features the latest in inkjet printing technology, which uses only one colour cartridge with integrated print head realising photo-realistic printouts. The high-yield tri-colour cartridge simplifies operation and on-going maintenance, eliminates problems caused by fixed print heads and minimises downtimes during ink replacement. Not to mention that keeping just one SKU in stock (instead of multiple cartridges and replacement print heads) saves money and simplifies inventory management. Operation should be intuitively, easy and fast not only for the customer when printing the personalised label but also for the staff maintaining the printer or replacing cartridges without great effort.

No matter which hard- and software is used to print personalised product labels, you should keep in mind that only a minimum number of labels are produced at once. Especially when small label runs are needed, Primera's LX-Series printers are more cost-effective and cost significantly less compared to offset and flexo printing.

<http://primeralabel.eu>