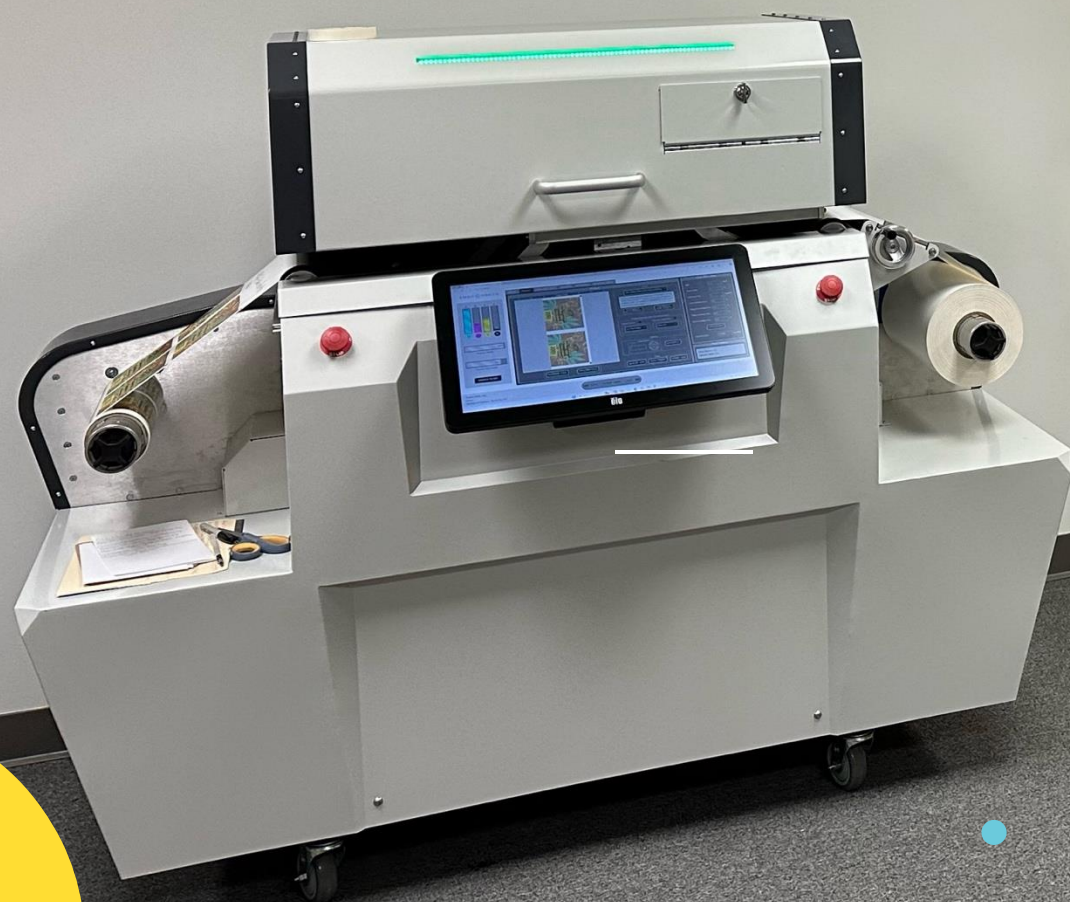


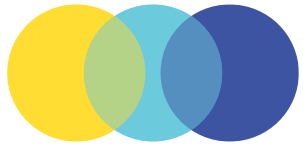
Marketing Plan for Integrating Labels into Your Business

● www.makelabels.com ●



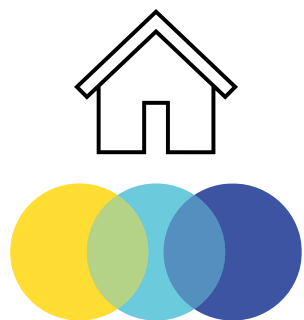
SNAP  PRESS





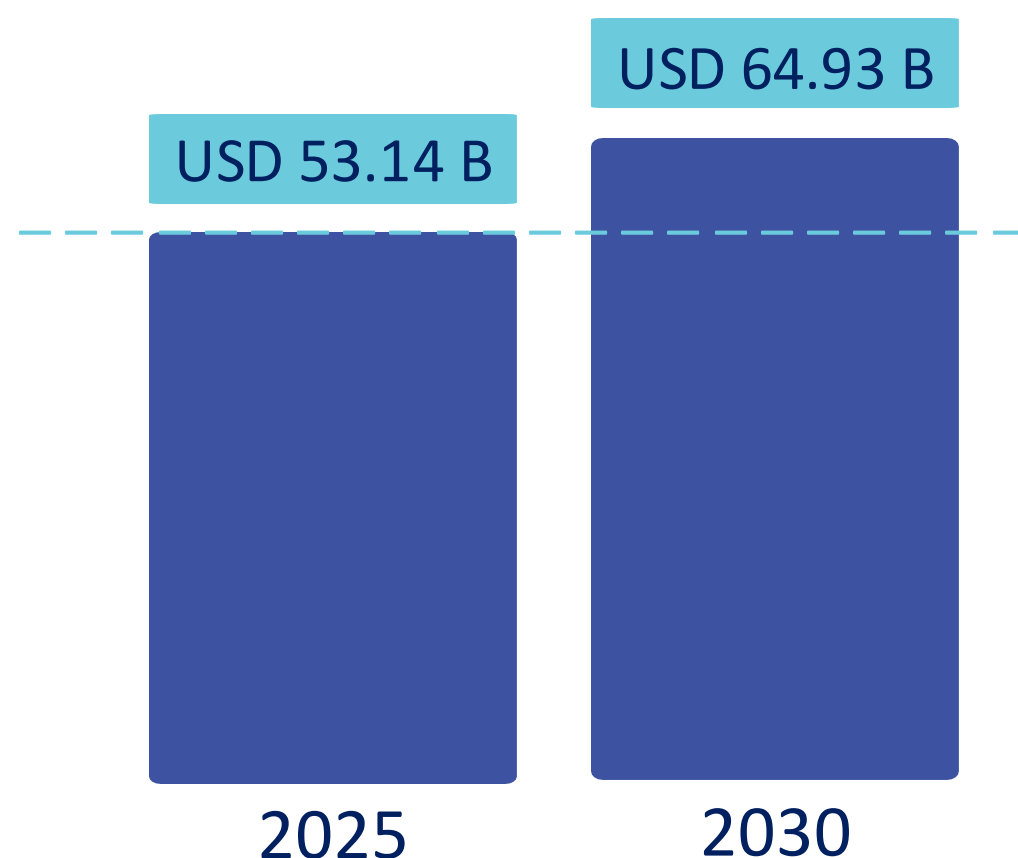
What are you going to see?

- Understand the Opportunity
- Set Up Labeling Services in Your Business
- Market Your New Labeling Services (How do you compete with online label providers?)
- Grow Your Labeling Business
- Financial Planning and Profitability
- Time to Take Control
- All You Need to Know About SnapPress LP-1
- Customer and Media Reviews



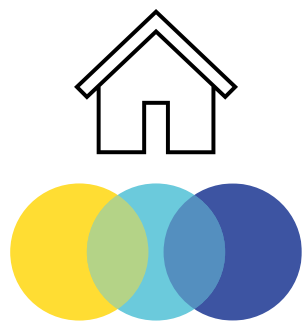
Understand the Opportunity

*Label Printing Market Size**



Study Period	2022-2030
CAGR (2025-2030)	4.09%
Largest Market	North America

Label Printing is the fastest-growing segment of commercial printing.

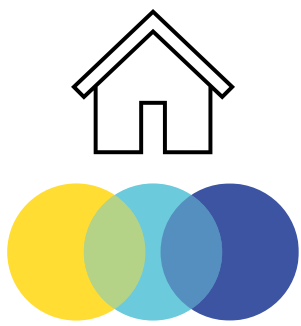


Understand the Opportunity (cont.)

Why is the Label Market Growing?

- **E-commerce Explosion:** More online shopping means more shipping labels and custom branding.
- **Brand Differentiation:** Companies want eye-catching, premium labels to stand out.
- **Shorter Production and Customization:** Faster product launches demand quick, adaptable label printing.
- **SKU Expansion Across All Consumer Categories:** More Labels but fewer of one style.
- **Eco-conscious Consumers:** Demand for sustainable, recyclable labels is rising.
- **Regulatory Push:** New laws require clearer, more detailed product labeling.

With increasing demand for **custom branding, sustainability, and digital printing**, now is the perfect time for commercial printers to expand their offerings!



Understand the Opportunity (cont.)

Key Market Trends

Trend 1: Digital Printing Revolution

- ✓ Shorter runs, flexible designs, and cost-effective production.
- ✓ Industry leaders are betting big on digital labels. During Printing United 2024, 95% of the equipment presented at the show was digital.

Trend 2: Food Industry Demand is Skyrocketing

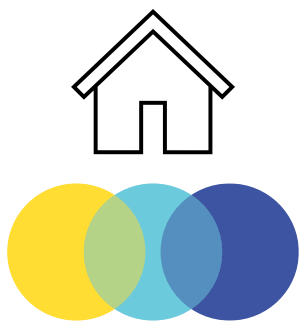
- ✓ 86% of shoppers prioritize clear, transparent food labels.
- ✓ Packaged food sales are soaring, especially in supermarkets and convenience stores.

Trend 3: Automation & AI Are Transforming Production

- ✓ Cloud-based workflows and real-time monitoring are boosting efficiency.
- ✓ Benefits include faster setups, less waste, and smarter quality control.

Trend 4: Sustainability is Now a Must

- ✓ New regulations push for recyclable, eco-friendly materials.
- ✓ Water-based pigment inks offer durability and eco-friendliness, while technologies like edge-to-edge printing, precise cutting, and on-demand production minimize media waste.



Understand the Opportunity (cont.)

Step 1: Identify Missed Revenue Streams

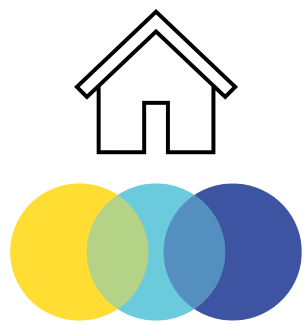
Short-run labels are in high demand across industries:

- **Seasonal Products:** Limited edition or promotional labels for craft breweries, wineries, and food brands.
- **Small Businesses:** Low-quantity, customized branding solutions.
- **Events and Campaigns:** Labels for weddings, corporate giveaways, or fundraising events.
- **White Label:** a product manufactured by one company but sold under another company's brand name. Widely used in many industries, including retail, technology, cosmetics, and food and beverage.



By outsourcing or ignoring small runs, you miss opportunities to:

- Increase profitability.
- Build stronger client relationships by offering end-to-end solutions.



Understand the Opportunity (cont.)

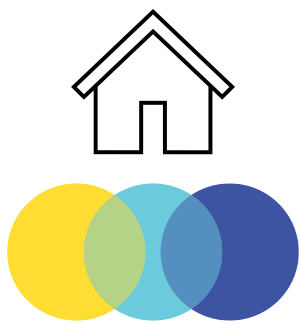
Step 2: Address Common Challenges

- Traditional label presses are inefficient for short runs due to **high setup costs** and **long lead times**.
- Outsourcing labels introduces **delays** and **reduces your control over quality and turnaround**.

SnapPress's short-run digital label equipment solves these challenges:

- Quick setup.
- Competitive cost per label.
- No waste
- No lead times.

"With stickers and labels, we had two options: 1) Use our wide format plotter, which takes 2-3 days to fulfill the order or 2) outsource it to somebody else and be held hostage to their timelines." **Alex Molfetas, Owner of Center City Print**



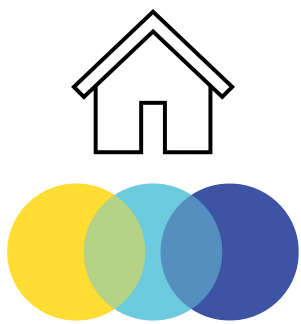
Set Up Labeling Services in Your Business

Step 1: Evaluate Your Existing Workflow

- Identify where short-run label services can complement your current offerings (e.g., pairing labels with packaging or printed marketing materials).
- Assess your client base to determine potential demand for custom labels.
- Offer to print labels for your partners and competitors.
- Support local small businesses such as cannabis shops, breweries, and wineries by offering free label samples and special offers to attract potential new customers.

Question to You:

Do you have customers who need high-quality labels, and could you find just \$2,000 in label orders per month? If so, the SnapPress LP-1 could pay for itself while giving you full control over production, better margins, and new revenue opportunities.



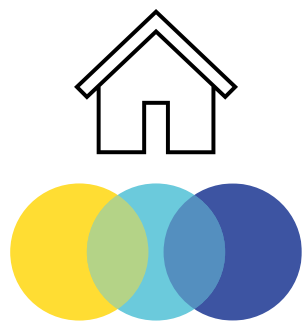
Set Up Labeling Services in Your Business (cont.)

Step 2: Invest in the Right Equipment

- ✓ **Limited Options** – Either **small & slow** tabletop printers or **huge & expensive** industrial presses
- ✓ **Our Solution** – A **high-speed (90 ft/min) inkjet label press** that's **compact, simple, and powerful**

Why It's the Best Choice:

- 🚀 **Fast & Productive** – 90 feet per minute keeps jobs moving
- 🔧 **Easy Maintenance** – Swappable print engine minimizes downtime
- 💰 **Lower Costs** – No complex servicing, reduced training needs
- 🔧 **Scalable & Versatile** – Handles various label stocks, fits any workspace
- 🔒 **No Restrictions** – No mandatory media or service contracts—**your business, your choice**



Market Your New Labeling Services

Step 1: Your Unique Value Proposition and How to Compete with Online Label Providers

Feature	Labels.com	Your In-House Label Printing
Order Control	No changes after ordering	Modify orders anytime
Turnaround Time	Days or weeks	Same-day fulfillment
Urgent Orders	Not possible	Produce labels instantly
Profitability	Lower margins due to outsourcing	Keep revenue in-house
Flexibility	Fixed order process	Full control over label production
Ease of Use	Simple online ordering	Fast, easy-to-use press (90 ft/min)

Why This Matters:

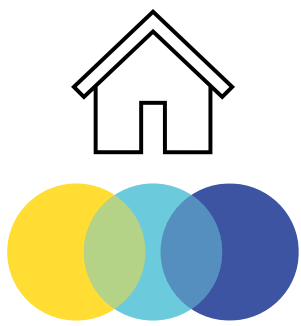
Faster turnaround → Meet customer demands instantly

Higher margins → Stop paying a middleman for labels

More flexibility → Adjust orders anytime, no restrictions

Provide Label Samples → New experience for your customers

◆ Take control of your label business, boost profits, and compete beyond just price!



Market Your New Labeling Services (cont.)

Step 2: Announce, Showcase, Leverage

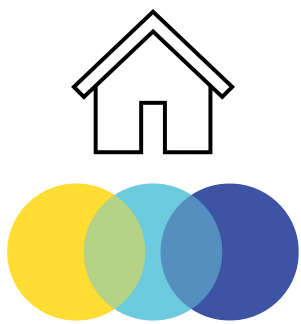
Announce Your Capabilities:

- Use email campaigns, social media, and your website to promote your new short-run label services to your existing customers and seek new ones.
- Highlight the benefits to clients:
 1. Affordable, high-quality labels.
 2. Fast turnaround times.
 3. Ability to order in small quantities without waste.

Showcase Your Work: *(SnapPress can provide you label samples to start in advance)*

- Create a portfolio of sample labels targeting key industries.
- Share case studies or testimonials from clients who have benefited from your new offerings.

In many cases, simply telling your current customers that you now have short-run label printing capability results in **immediate opportunity**.

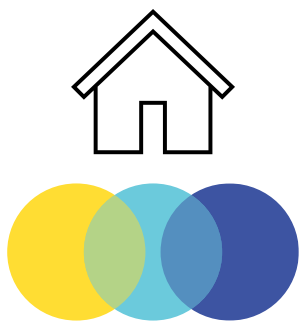


Market Your New Labeling Services (cont.)

Step 2: Announce, Showcase, Leverage (cont.)

Leverage Existing Relationships:

- Approach current clients with tailored pitches:
 - Upsell labels as an add-on to packaging or marketing projects.
 - Offer discounts or promotions for their first short-run label order.
 - Offer to print labels for your partners and competitors.
- Use labels as a way to attract new clients seeking versatile printing solutions.
 - Short-run label printing can open doors to **new business opportunities** and **high-demand industries**. Many companies struggle with outdated label ordering methods, making **on-demand label production a game-changer**.



Grow Your Labeling Business

Step 1: Tap Into New Markets

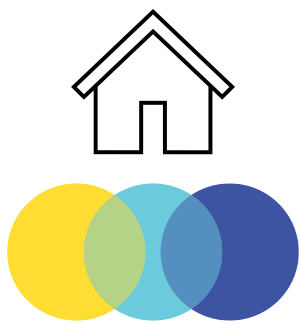
Industries That Benefit Most from Short-Run Labels

Certain industries experience **high variability** in their products, making large bulk label orders impractical:

- **Cannabis** – Frequent regulatory changes and product variations require flexible labeling.
- **Craft Food and Beverages**– Seasonal and limited-edition releases need smaller label batches.
- **Vitamins & Supplements** – Constantly changing formulas and packaging sizes demand adaptability.
- **Home improvement products, industrial applications, automotive, and consumer packaged goods** require small label batches with weather, water, and UV-resistant capabilities.

Common Challenges These Businesses Face:

- **Overstocked labels** – A minimum order requirement or an overestimation of demand results in **excess labels** being printed.
- **Slow time to market** – Waiting for outsourced labels leads to **delayed product launches** and **missed opportunities**.



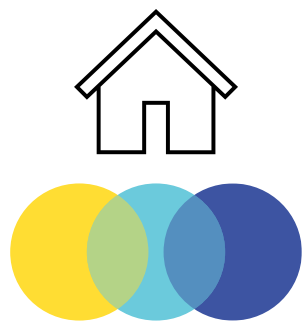
Grow Your Labeling Business (cont.)

Step 1: Tap Into New Markets(cont.)

How to Find & Attract These Clients

- Network Locally** – Visit breweries, dispensaries, and health stores to understand their needs.
- Targeted Email Campaigns** – Reach out to businesses to ask if they are struggling with outdated label inventory.
- Social Media & Industry Groups** – Engage with niche business owners who need flexible printing solutions.
- Attend Trade Shows & Events** – Build connections with businesses looking for on-demand label printing.

By offering short-run labels, you become the go-to provider for businesses that need speed, flexibility, and cost-effective solutions!



Grow Your Labeling Business (cont.)

Step 1: Tap Into New Markets(cont.)

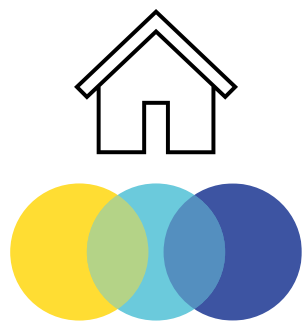
SNAP  PRESS

**DOES THIS
LOOK
FAMILIAR?**

Let us show you how
to significantly reduce
your label costs and
increase sales.



1. This is the idea for a postcard to send to local businesses. The template can be found [here](#). The file can be opened in Adobe Illustrator and modified to fit your marketing goals.



Grow Your Labeling Business (cont.)

Step 1: Tap Into New Markets(cont.)

2. Social Media templates - The file can be opened in Canva and modified to fit your marketing goals:

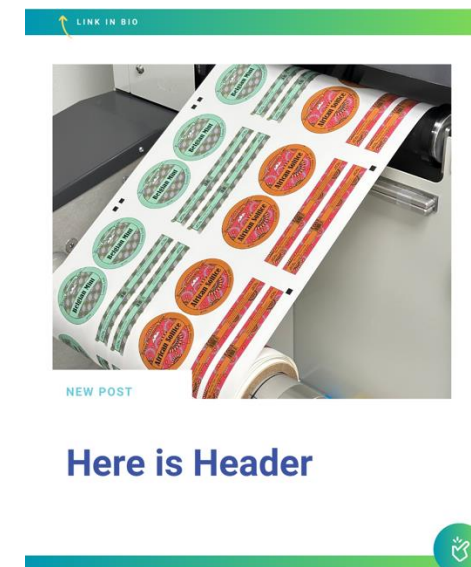
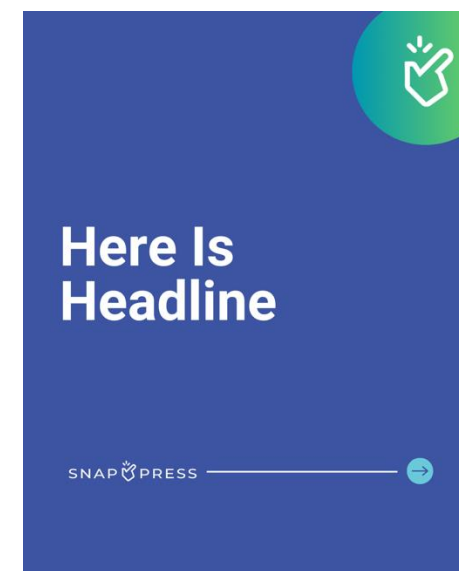
[Carousel Post](#)

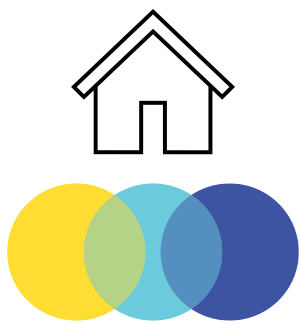
[Single Image Post](#)

[Single Image Post2](#)

[Reel with Cover](#)

3. [Marketing Images](#)





Grow Your Labeling Business (cont.)

Step 2: Offer Value-Added Services

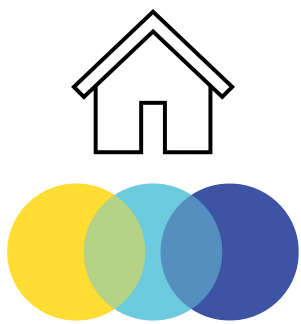
Expanding beyond label printing allows you to increase customer retention and boost profits. By offering **value-added services**, you can differentiate yourself from competitors and become a one-stop shop for clients.

Key Value-Added Services to Consider:

- **Label Design Assistance** – Help clients create eye-catching, compliant labels.
- **Variable Data Printing** – Offer unique barcodes, serial numbers, or personalization.
- **Prototyping & Sample Runs** – Provide small sample batches for businesses testing new products.
- **Eco-Friendly Printing Options** – Offer sustainable label materials and eco-conscious printing solutions.
- **Subscription-Based Label Services** – Set up recurring label supply programs to ensure businesses never run out.

Why This Matters:

- Increases **customer loyalty** by offering more solutions under one local roof.
- Open up **new revenue streams** beyond just printing labels.
- Makes your business a **must-have partner** instead of just a service provider.



Financial Planning and Profitability

Step 1: Calculate Costs and Pricing

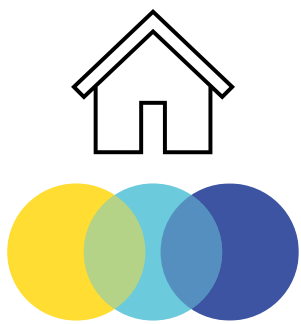
- Equipment: Factor in the upfront cost of SnapPress printers and finishers.
- Materials: Include label rolls and ink.
- Labor: Assess the time required for short-run jobs.

Step 2: Set Competitive Pricing

- Research market rates for short-run labels.
- Position your services as affordable yet premium quality.

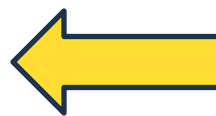
Step 3: Maximize Profit Margins

- Minimize waste with SnapPress's efficient printing capabilities.
- Offer tiered pricing for larger orders to incentivize bulk purchases tied to other production.

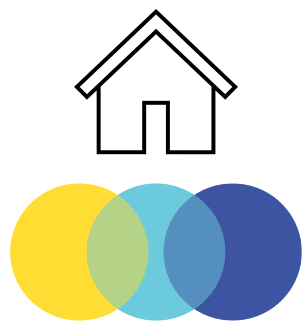


Time to Take Control

1. **Schedule a Consultation**: Meet with a SnapPress expert to see the live demo and discuss how labeling can fit into your business model.
2. **Start Small**: Order your SnapPress equipment, create sample labels, and begin offering services to existing clients.



Your Consultation is One Scan Away!
Our representative will contact you shortly.



All You Need to Know About SnapPress LP-1

The Power Behind the Scene

The HP FI-1000 (CMYK 12" page wide print engine)

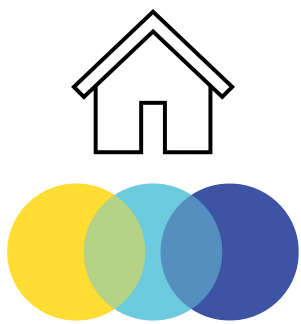
- Proven reliability
- Best-in-class speed
- Efficient ink delivery system
- Photo quality
- Permanence

High Quality Color Management Driven by Our Exclusive Xitron RIP

- Custom RIP
- Easy-to-use color management
- Create your own custom color profiles
- Pre-validated media

Easy-to-Use Label Press

- Custom user interface
- The LP-1 virtually webs itself

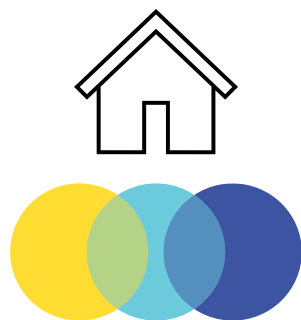


All You Need to Know About SnapPress LP-1 (cont.)

*This is a Professional Press**

- **The LP-1 achieves target simulation to Litho and Flexo**
 - Creates a great resource for smaller runs, re-runs, or full-run production jobs
- **More target colors within the gamut**
 - Coated and uncoated media achieve brighter blues, purples, and oranges than ISO coated
 - Uncoated achieves an overall larger color gamut than ISO uncoated
- **Smooth gradations, highlights, and skin tones**
- **Small text down to 4pt w/process combination**
- **Custom controlled paper path**
 - Ensures virtually zero drift (less than 0.04" per 100') and a consistent, predictable gap between labels and jobs

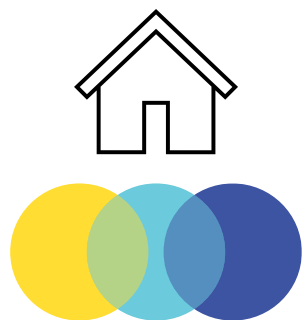




All You Need to Know About SnapPress LP-1 (cont.)

The SnapPress LP-1 Specs

Machine type	Full Standing Machine	Dimensions: 70" L x 30" W x 54" H (178 cm x 76 cm x 137 cm) Weight: ~380 lbs (172 kg)	
Ink type	HP Aqueous Pigment Ink	Certified for resistance to light, water, and abrasion. The four-color ink system produces long-lasting, brilliant colors	
HP Module Life	Reaches up to 12 liters/color	Experience varies with usage and media types	
Media type	Inkjet Coated Unconverted and Converted	Qualified Types Fiber Polypropylene Polyolefin Polyester Coated Treated	Qualified Grades Uncoated Matte Silk Satin Gloss Clear Foil
Media width	3 - 12.0" (8 cm - 30 cm)		
Media Capacity	Up to ~50lbs or 12" OD (~23 kg or 30 cm)	Can vary depending on specific media	
Label width	11.7" (30 cm)		
Label length	1" - 36" (2.5 cm - 91 cm)		
Output Resolutions (dpi)	600x1200 1200x1200	Input Resolutions (dpi) 300X300 600X600 150X300	
High speed	Up to 90 ft/min (27 m/min)		
Lower speed	30 - 60 ft/min (9 - 18 m/min)		
Ink capacities (L)	CMY: ~250 ml each K: ~500 ml each	An efficient ink delivery system provides a low cost-per-print advantage	
RIP	Customized Xitron Navigator	Input and Output Profiling	



Customer and Media Reviews



See our interview with [WhatTheyThink!](#) and learn more about the technologies we use



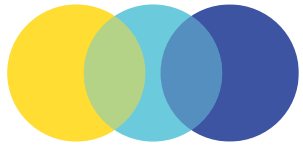
Watch our interview for [Members Spotlight](#) at PRINTING United Expo



[Customer reviews](#) - Patrick Croarkin, Owner & Chief Impact Officer at Allegra Reno



[Customer reviews](#) – Alex Molfetas, Owner of Center City Print



SNAP PRESS

Brilliantly Simple.



Thank You



www.makelabels.com

