

## OKI Success Story: Flavour Ventures Ltd

Industry: Soft Drinks Manufacturer

Applications: Bottle Labels

Location: Helsinki, Finland



## OKI's Pro1050 helps Flavour Ventures' Creative Bottle Labels Pop in 5 colours

### The Challenge

Flavour Ventures produces a variety of unique flavoured lemonades and cocktails and wanted a cost-effective solution to print professional quality labels to represent the Flavour brand. Just like it experiments with different flavoured drinks, it also wanted the flexibility to experiment with different label design options.

Flavour Ventures recognised that if it had the flexibility to print in-house it could print and apply labels to bottles faster and more cost efficiently than ordering labels from a third-party print supplier. It would also allow its in-house designer to experiment with more creative designs using different formats and finishes as well as colours that pop to make its products stand out to consumers. Flavour Ventures also has specific requirements around the durability of its labels. Each label must be water resistant without compromising the design or finish.

"Our goal was to be able to print our own labels with no restrictions or delays. We were aiming to have more control on what we print as well as the quantities" says Timo Siitonen, Creative Director, Flavour Ventures Ltd.



### About Flavour Ventures Ltd

Founded in 2007, Flavour Ventures Ltd is a Finnish organisation that works across the restaurant, hospitality, and product design industries. It has approximately 30 employees, four restaurants, a cooking studio and a drinks factory located in Helsinki.



OKI's Pro1050 Label Printer, with sample labels ready for application

### The Solution

While considering a range of printers from different manufacturers, OKI approved partner Informa recommended OKI's Pro1050 5 Colour Label Printer. The Pro1050 uses digital LED and dry toner technology and delivers unique 5 colour or 'CMYK+White' printing which would allow Flavour Ventures to achieve the design flexibility it was looking for. "One of the key factors for choosing OKI was the opportunities printing in 5 colours would offer, as well as the customer service we received from the Informa team" says Siitonen.

Being able to experiment with different label materials would be a bonus for Flavour Ventures to make its products stand out even more. The Pro1050 also delivers on this front by allowing users to print on transparent or coloured label media by printing an opaque white background under the CMYK image. What's more, the Pro1050 can produce water resistant labels, perfect for maintaining the integrity of Flavour Ventures' label designs when in high moisture environments.

### The Benefits

OKI's Pro1050 provides an in-house label printing solution offering Flavour Ventures the flexibility to produce the exact number of labels needed for each production run of bottles on a weekly basis. "OKI's Pro1050 Label Printer allows us to print the quantity of labels we need, so there is no real waste" says Siitonen. This has helped the company keep costs down while the ability to print in 5 colours including white has opened a new revenue opportunity. Flavour Ventures now offers a customisation option for its corporate clients.

"OKI's Pro1050 allows us to take a more flexible approach when it comes to printing ready to use labels or when we want to test new creative ideas. The 5 colour option gives us more flexibility to create labels on a range of different materials" says Siitonen. The Flavour team has been able to experiment with Clear Polypropylene, creating see-through labels with white graphics and 70% fill layers. "The labels printed with OKI's Pro1050 Label Printer are of a great quality" says Siitonen.





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Informa helped ensure the printer was swiftly up and running and staff at Flavour Ventures have adapted to using the printer very quickly. “The Pro1050 has made small batch label printing a lot faster for sure. We no longer need to wait for labels to be delivered from third parties” confirmed Siitonen.

#### **The Future:**

Satisfied with the benefits OKI's Pro1050 has brought to Flavour Ventures, Siitonen believes there will be more opportunity to profit from the growing trend for customised labelling of products and is even considering selling label printing as a service to other businesses. The company also continues to experiment with more designs, materials and finishes, using the Pro1050.

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**Timo Siitonen, Creative Director, Flavour Ventures Ltd**



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