

CASE STUDY: ALL SPORTS MANUFACTURING

The Xante Excelagraphix 4200 enables All Sports to print directly on their product boxes instead of applying labels to the boxes. This saves them up to 75% on production costs. The technology also speeds up production and minimizes waste and storage while improving overall brand image.



"When we had the Excelagraphix 4200 delivered, we were printing our own boxes at the end of the day. The integration into our business was seamless."

*Judy Wagner
All Sports Manufacturing*



XANTÉ Excelagraphix 4200

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memjet.





CASE STUDY:

COMPANY: All Sports Manufacturing **INDUSTRY:** Golf Cart Accessories **LOCATION:** Pensacola, Florida

THE SITUATION

All Sports produces hundreds of SKUs for golf cart lift kit accessories and parts, and they were tired of the manual labor and extra processes required to support the packaging needs for both the number of SKUs they manufacture and their co-branding requirements. Labels and money were wasted due to changes, application errors, and storage and shipping costs.

THE MEMJET-POWERED SOLUTION

All Sports CMO Judy Wagner added the Xante Excelagraphix 4200 to her in-house production. She can now print 1, 30, or even 800 boxes as needed. The imprint on their boxes can be changed or co-branded on demand with little to no waste.



RESULTS

- : Huge 75% cost savings over previous peel-and-stick labeling solution.
- : Product boxes are now displayed in distributor showrooms due to the more professional looking branding and additional product information provided.
- : Less manual intervention is needed to complete the product shipment because product information is now printed directly on the box instead of on labels. This includes product pictures, all SKU information, branding requirements, bar codes, and even customer installation instructions.
- : All Sports Manufacturing reduced box inventory, cutting costs and saving warehouse storage space.

Before Excelagraphix 4200

All Sports was throwing out many labels due to SKU changes, re-branding requirements and label curling.

After Excelagraphix 4200

Using the Excelagraphix 4200, All Sports now prints all necessary information and graphics directly on the box as needed, lowering waste, inventory and labor.

Before Excelagraphix 4200

Labels were printed at 720 DPI and were very labor intensive to apply due to the large sizes and the process of wrapping labels around the box.

After Excelagraphix 4200

The Excelagraphix prints at 1600 DPI directly on the corrugated box, eliminating the need to apply labels and substantially lowering material and labor costs.

Before Excelagraphix 4200

All Sports was stocking a wide variety of pre-cut label stock and boxes for the hundreds of SKUs manufactured.

After Excelagraphix 4200

All Sports uses a small number of corrugated boxes and now prints directly on the box, enhancing the product appearance while lowering packaging costs.

RETURN ON INVESTMENT

All Sports is saving up to 75% per box by using the Excelagraphix 4200 for full color, direct package printing vs. their previous process using peel and stick labels for product packaging.

Example of cost savings:

Applying label to box: Label and ink cost.....\$.34 each

Print direct to box: Excelagraphix 4200 ink cost.....\$.08 each

Cost savings: 76.4%

How will the Excelagraphix 4200 change the way you work?

See more case studies at xante.com

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