Your best defense ▷▷▷

against supply chain

mistakes.

The VP2020
Digital Color Label Printer

Stop Costly Stocking, Picking & Shipping Mistakes with Color & Picture Coded Labels -

Barcodes Are Not Enough

In spite of the large investments made in supply-chain technologies, human beings still remain the first, best line of defense when it comes to preventing misplaced, mis-picked and mis-shipped products.

Manufacturers of high-mix products frequently lose profits in this age of cryptic, black-and-white barcode labeling because it is very difficult for employees to detect common mistakes before they happen. Many agree that color-coding and/or picture-coding on carton labels reduces common errors in the supply chain intuitive because the mistake becomes glaringly obvious to even the most casual observer even at far distances from the package.

Color-code, Picture-code & Barcodes

Simply stated, color-coding and picture-coding - combined with traditional barcodes - create a comprehensive defense against costly mistakes throughout the supply chain. It is a proven fact that the inclusion of color can reduce search time and errors by up to 80%.

Typical Applications

| Discriminate Destination by Color | Discriminate Sell-by-Date by Color | Discriminate Product Range by Color & Identify with Pictures | Differentiate product with Images & Run Customized Promotions |

Other common applications include: discrimination of product size, location, handling level, product range, make or model, and others with color. With the addition of product images, you obtain easy recognition and can turn a simple label into a portable product brochure that moves through the supply chain.

Meeting the Challenge

The revolutionary VP2020 label printer can produce vivid color codes and crisp pictures instantly on carton labels or tags, right on a bench top. Users can print labels one at a time or generate entire rolls with variable content such as barcodes, serial number, etc.

A VP2020 being used in a warehousing application. The inclusion of color fields and photo-like pictures on the label make it much easier to locate items and to quickly identify items that have been misplaced.

VIP
C O L O R ™

Redefining Label Value

Product Overview

The following page incorporates the main features of the VP2020.
*A complete VP2020 Spec Sheet can be found at www.vipcolor.com*

HIGH SPEED DATA WITH SECURITY

The VP2020 has high speed interfaces Ethernet (10baseT) and USB as standard, with wireless Ethernet (802.11b) as an option to ensure data accuracy. From a standard browser you can log into the printer (multiple password levels) for basic fault diagnostics and supplies usage information for budgeting.

EASE OF USE

Large 350ml ink cartridges, 8" external diameter label rolls and user friendly interface provide for easy and infrequent replacement of supplies.
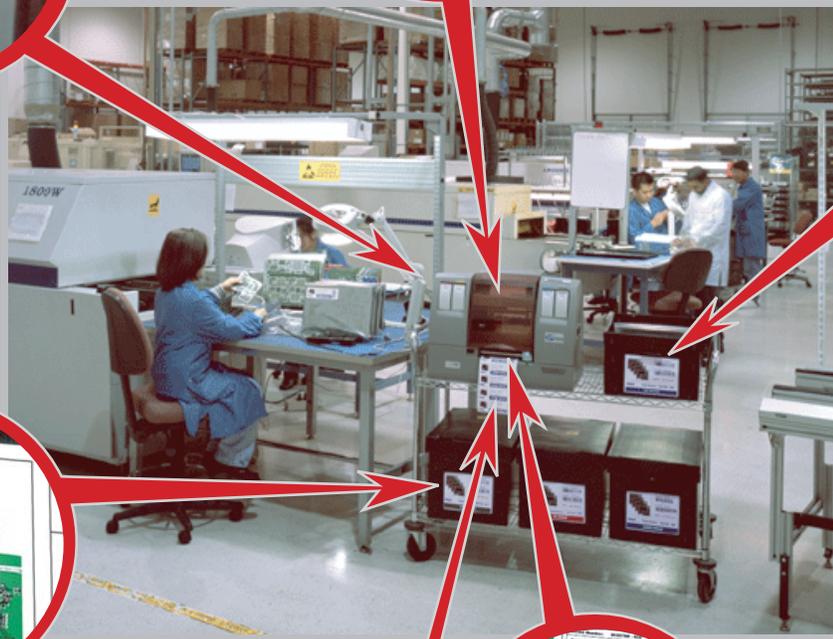
ACCURATE BARCODES

It is critically important that your labels have readable barcodes. The VP2020 prints all standard barcodes with high accuracy using state of the art rendering.

inkjet technology by *hp invent*
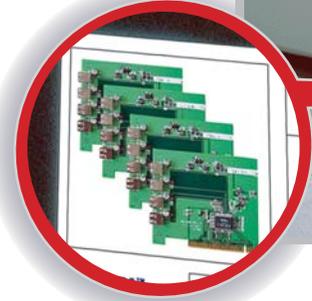
CRISP VIBRANT IMAGES

Incorporating Hewlett-Packard inkjet technology, you can get great quality images at 600x600 dpi from your Windows based application (Windows driver included). For easy label creation VIPColor also provides a label design application (Bartender by Seagull Scientific) with every printer.

FLEXIBLE PRODUCTION RUNS

Print labels one at a time or generate entire rolls with variable content such as barcodes, serial numbers and/or color codes. Reduce or completely eliminate pre-printed label inventory and the costs associated with managing it and the waste from inventory obsolete.

Print up to 2,900 full color 3"x 2" labels per hour
Print up to 1.365 full color 6"x 4" labels per hour
Print up to 1,000 full color 4"x 6" labels per hour

CHANGING DATA, COLOR AND IMAGES ON THE FLY.

The VP2020's internal RIP speeds through label data, even if every label is different.

VIP COLOR™
WWW.VIPCOLOR.COM

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