

## New Opportunities Emerge from Printing In-House with EPSON

### Organization

For more than 25 years, Teco Diagnostics of Anaheim has been a leader in high quality in-vitro diagnostic products and medical devices. The company's products, which are manufactured in the U.S., meet FDA regulations and the highest international standards.

### Challenges

Printing color labels for OEM customers trying to launch a new brand with small orders was costly and inconvenient for Teco. Sometimes these clients abandoned their new brands, leaving Teco with large, unused label inventories. As a result, Teco chose to reject many of these OEM opportunities.

### Solution

Dhaval Waghela, Research Scientist and Product Manager for Teco, saw the Epson C7500 in action at ReThink Label Systems. He was impressed with the printer's capabilities—its speed, color and flexibility—and decided to give it a try.

### Results

Teco took delivery of the Epson C7500 in June 2015. Within three months, Waghela realized the productivity and flexibility this printer provides would justify purchasing a new one soon. The company is close to hitting maximum usage already.

"We're adding more and more products on it now. All the smaller runs that we rejected before," said Waghela.

Among the benefits:

- **Eliminates pre-printed label inventory:** there's no need to stock any printed inventory at all.
- **Expected durability:** With Epson ink and ReThink labels, the labels look like they will last as expected.
- **Flexibility:** Now just a few prototype labels can be produced, or small runs under 1,000 labels are possible, without adding to costs and inventory.
- **Color Quality:** The C7500 has produced high-quality printing and achieved the color matching needed to maintain consistency.

Teco plans to begin printing barcodes on the printer soon, and experimenting with other ways the Epson C7500 can help their business, which ships devices and products all over the world.

"It's still new, but already it's been very beneficial to us," said Waghela. "I look forward to seeing what more we can do with it in the future."

