Great food deserves a great label

Make your food look as good as it tastes with an informative, inspiring, bespoke colour label.

Attract more buyers and increase sales by making your produce look as appealing as possible.



Artisan food producers

Save money by reducing label wastage

Match your label's colours to your brand colours

Go from print to product in minutes

Create personalised editions with names and messages for special occasions



> "The versatility and productivity of the ColorWorks C3500 helped us keep up with demand as our business grew rapidly. It even allowed us to offer personalised labels to our customers."
>
> ***Emmanuel ALLASIA,***
> President and Founder,
> Affaires Pâtissières.

> "A great deal of the increase in sales - if not all of it - can be attributed to the new colour labels."
>
> ***Roger Danielsberg,***
> Co-owner Espa, producers of Norway's most popular car snack[1].

Bakery, fresh food chains and delis

Use colour to highlight food allergens and nutrition values

Create fresh products with fresh looking labels

Increase sales by building your brand

Keep customers coming back and improve loyalty



Coffee chains and quick service restaurants

Make your brand stand out

Personalise your customers' orders

Increase sales up to 30%[2]

Create irresistible offers

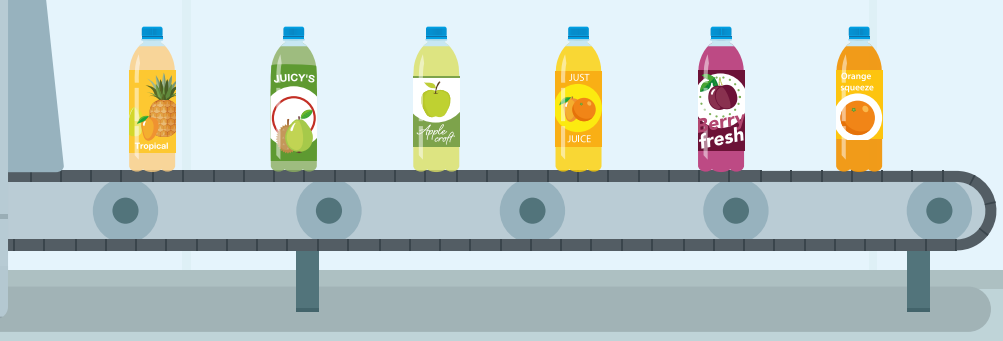
Producing food products for multiple brands

Print other companies' brand logos in full colour on the label

Produce labels in different shapes, sizes and materials

Use QR codes to run marketing campaigns using the products' labels

Change messaging any time, in no time





Producers can be confident their food labels are safe. ColorWorks C3500 is the only desktop inkjet printer that has received ISEGA's EU food labelling accreditation[3]

Nutritional information

Highlight nutritional information

Use colour traffic lights on food products

Make allergens and special dietary info stand out

Calories	Salt	Fiber	Fat	Sugar
450	0.3g	3g	5g	8g
17%	3%	12%	25%	2%

ALLERGY ADVICE
This product contains wheat, gluten and egg.

Easily create and change eye-catching colour labels

Combine Colorworks with a tablet solution to provide a bespoke end to end labelling solution

Benefit from support for Linux and MacOS



For more information:
www.epson.eu/colorworks

[1] Case study: Espa Service Station
https://www.epson.eu/insights/casestudy/espa-service-station-finds-success-with-epson-colour-labels

[2] http://www.retail-manager.com/155-2/

[3] The printing inks series Epson ColorWorks C3500 according to the sample material submitted may be used safely for the printing of UPM Raflatac Polyjet GL WH-ON Demand/RPAF/White Glassine 65 labels. With the unprinted side it may come into direct with all kind of foodstuffs as far as the printing is concerned. For more information please contact us.

EPSON®
EXCEED YOUR VISION