

# Re-think Label Printing

with the

# Vivo!

Photo-quality digital color label printer



**To people who are familiar with the label printing industry, the Vivo! raises a lot of eyebrows – and a lot of questions. Questions such as:**

**Q:** It probably costs you between \$.01-\$.08 per label to buy your printed labels from a commercial printer. With the Vivo!, your “per label” printing costs are likely to be about the same. *Why would a company buy its own digital color label printer if it can buy pre-printed labels?*

**Q:** The Vivo! does not print as many labels as a traditional press. Instead of 50,000 labels or more per hour, the Vivo! prints about 1,000 labels per hour. *Why would a company that uses so many labels each year buy a short-run digital color label printer?*

**A:** The simple answer to these questions is that you can make more money with the Vivo!. You can instantly and affordably print short-runs of 10s, 100s, or 1000s labels customized with photos, images, logos, barcodes, and databased information. You can add value to your products by printing for private label customers. With the Vivo!, you have the freedom and flexibility to change labels anytime.

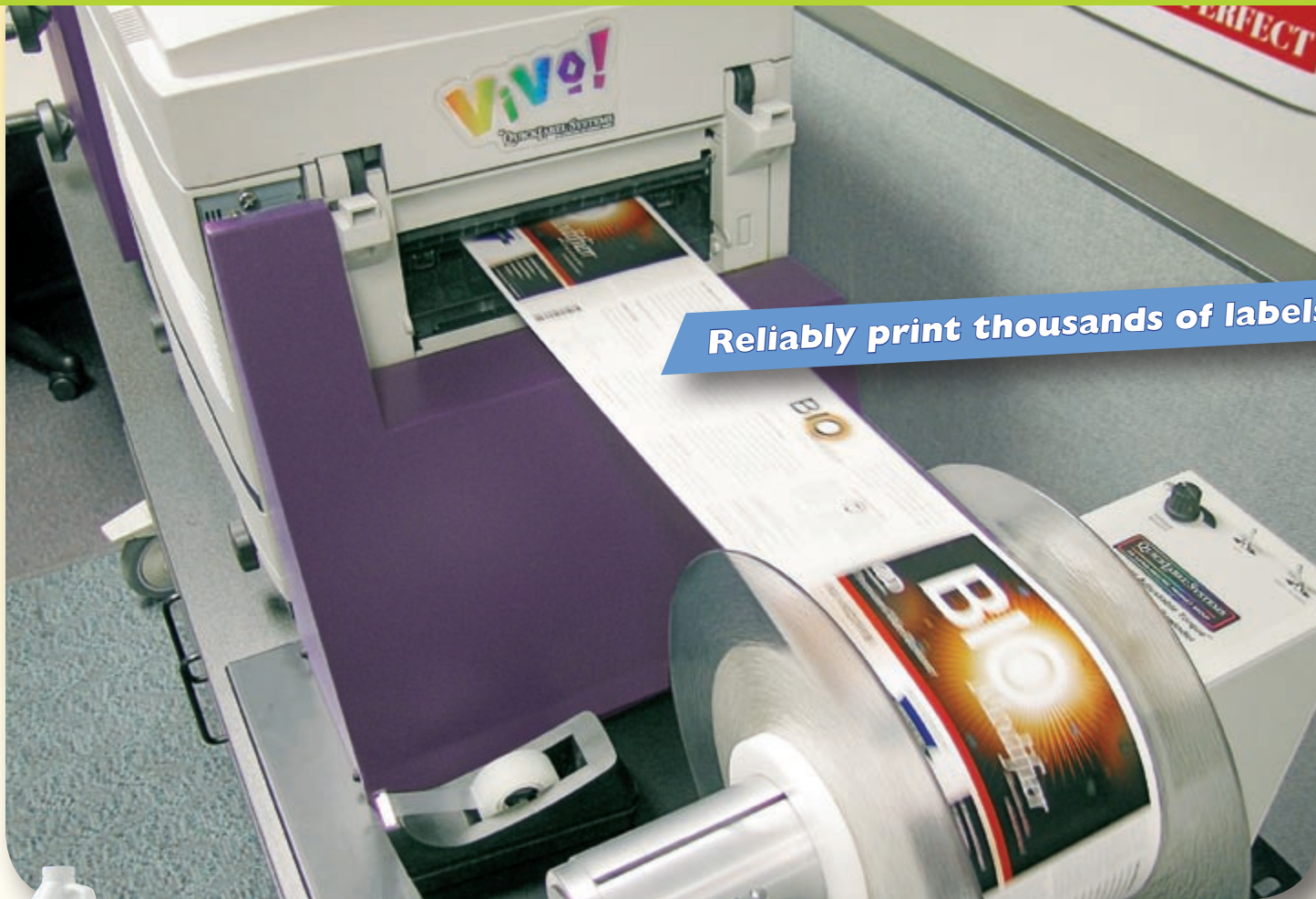


## QUICK LABEL® SYSTEMS

The Labels You Want When You Need Them®

When you think you can't take a small-quantity custom order, can't use a different label for each product variation, or can't ship on time, think again:

**Re-think your label printing with the Vivo!**



Reliably print thousands of labels



## About the Vivo!

*Short-Run Label Printer Designed for Production*

The Vivo! prints photo-quality labels in a single pass, without a printing plate. Within moments, the Vivo! begins printing labels directly from any Windows®-compatible graphic design program or barcode labeling software, including Custom QuickLabel® Photo, the label creation and barcoding software included with each Vivo! purchase. Because the Vivo! prints instantly, you can print your labels on demand. You won't need to waste time waiting for a commercial printhouse to print and deliver labels. You won't need to waste money to buy more labels than you need in order to meet a printer's minimum order requirement, or waste space to stock labels in inventory where they might get dirty, damaged, or outdated. You won't be stuck with a large quantity of identical labels that need to be re-printed with variable information, because the Vivo! digitally prints every

label as a "custom label." With the Vivo!, you can print variable information on-the-fly, including product descriptions, date codes, and images from ODBC-compliant databases in certain applications.

The Vivo! prints roll after roll of beautiful, photo-quality labels throughout a multiple shift production day. It's built for continuous use in an office or packaging room environment, printing labels at speeds of up to 3 linear inches per second. Users can reliably print thousands of labels without taxing the Vivo!, and without experiencing the significant fading and print defects that some lighter-duty label printers may produce when handling a longer print job. Periodic cool down cycles between runs protect its fusing station from wear and maintain print quality throughout each run.



*Personal Care*



*Chemical Cleanser*



*Coffee*

# You Can Save Money on a Cost-per-Label Basis with the Vivo!

Customers always want a special label, whether it is to enhance product appeal, reinforce their own brand, or simply to identify and track products. For years it's been a balancing act for producers: should you insist on a minimum order quantity before making customized labels available, or should you offer custom labels for very small orders and try to generate short-run business? Before the Vivo!, most companies couldn't afford to fulfill small quantities of special labels. With the Vivo!, they can print custom-labels for even the smallest of orders.

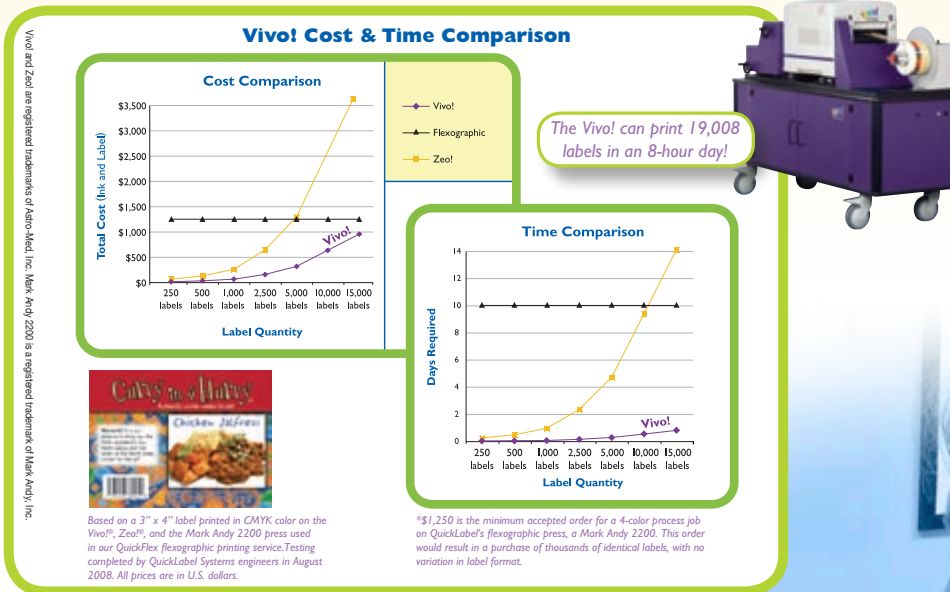
The Vivo! is the most cost-effective in-house label printer on the market for printing short runs of photo-quality labels. The cost per printed label is more economical than other brands and technologies. That's because its design anticipates and accommodates production flexibility. With the Vivo!, it costs the same whether you print 10 or 150 prototype labels or personalized gift labels or 1,000-15,000 product labels for your best-selling products or larger private label customers.

# You Can Make Money on a Custom Label Basis with the Vivo!

Owning a Vivo! allows you to leverage opportunities to sell your products via multiple distribution channels and to add value to your products by selling them with "special version labels" tailored to each customer, including private label packaging for distributors and retailers, contract packaging for special customers, personalized products for sale as corporate gifts and fundraisers, and export/import packaging with foreign language labels and format

requirements. You can do it all in-house, using your own production and marketing staff to determine how many labels you will print, when you will print them, what your labels will look like, and how you will price your custom-labeled products. In about an hour, you can print 1,000 labels\* that can look like anything and go anywhere.

\* Based on a 4" x 6" label with 90% ink coverage. The Vivo! prints labels in virtually every size and shape.



Wine





# Vivo! FAQ

## What Makes the Vivo! Different from Other Label Printers?

The Vivo! is different from every other digital color label printer on the market because it's meant for label printing applications that rely on consistent print quality and operation, and require the ability to produce labels at a low cost-per-label and at substantial print speed, with excellent image quality and high label permanence (resistance to fading, moisture, solvents, and abrasion). It's unlike any lower-duty, lower-priced printers designed to print fewer, less permanent labels at a higher cost-per-label, often for decorative label applications. It's also unlike the higher-priced digital presses that a commercial printhouse may purchase, because the Vivo! is dedicated to printing narrow web (less than 8" or 206mm wide) labels in moderate volumes. The Vivo! is meant to become a producer or manufacturer's own compact, in-house label printing department, used in close proximity to a production or packaging area where labels are required on-demand.



Food & Beverage

## What About Abrasion and Solvent Resistance? Will the Labels Meet My Requirements?

Labels printed by the Vivo! exhibit stunning abrasion and solvent-resistance. The special, polymer-based Vivo! toner is fused to form a firm, protective bond with the label. Vivo! printing tolerates direct exposure to harsh chemicals such as detergents, automotive lubricants, pesticides and colorants, and more without streaking or fading.



Cartons

## What About Labels and Inks?

We'll supply them to you. QuickLabel makes and sells all the labels and printing inks you'll need for the Vivo!. QuickLabel developed Vivo! materials to withstand the Vivo!'s high fusing temperature and produce vivid, long-lasting printed labels that resist moisture, UV light, abrasion, and most solvents – even without lamination. Vivo! toner is also specially developed to withstand the Vivo!'s high-temperature fusing, and to resist UV light exposure without fading. When you purchase a Vivo!, you'll have a personal Media Specialist who can answer your questions and advise you on label sizes, shapes, availability, pricing, and delivery.



Nutraceutical

## What About Service and Support?

We know you'll have questions about your label printing projects and you'll expect us to have the answers. That's why as a QuickLabel customer you'll always have access to a printer technician who will keep you printing labels without any hiccups, and a personal Media Specialist who will answer questions about label selection and delivery. Our attention and assistance doesn't end when you place your order for a Vivo! for the simple reason that we rely on your continued ink and label purchases. If you should ever have a problem, you will be able to telephone or e-mail a QuickLabel printing expert for immediate assistance. In addition, our factory-trained technicians will provide on-site service by optional service contract.



Medical Device

## Who is QuickLabel Systems?

QuickLabel made and marketed the first short-run, in-house digital color label printer in 1994. QuickLabel is more than just a sales company, we're a brand of Astro-Med, Inc. (NASDAQ: ALOT), an engineering, manufacturing, and customer service company founded in 1971. Our products aren't just printers – our products are printing systems that include labels, printing inks, and label creation software. QuickLabel's core business is to get manufacturers and producers like you printing the labels you want when you need them.



Promotional



*The Vivo! at Windsor Vineyards, the largest direct-to-consumer winery in the United States*

“One of the things that the Vivo! has really helped us with is the ability to turn things around quickly for customers that are looking for something special. We recently had an export order that was going to China, and we were on a really critical time frame. At the very last minute, we got a curve-ball: there was some verbiage in Chinese that needed to be added to the label. It was due to be freighted out, we had to hit a container on Wednesday, and it was Tuesday, so we didn't have a lot of time. We were able to go in very quickly, re-work the label, get those labels printed up right away, and get that order out Wednesday. It was very, very time-effective for us and the client was impressed with how quickly we were able to turn that around.”

- Jonathan Kesser,  
Windsor Vineyards Sales Director

“Our ability to create custom labels that are commercial quality is a tremendous asset. We are putting together a presentation on the outside of the bottle that really lives up to the quality of wine that we are putting inside.”



Visit Windsor Vineyards at [www.WindsorVineyards.com](http://www.WindsorVineyards.com)



*The Vivo! at Allied Hygiene, the leading producer of private label sanitary wipes in the UK*

“Private Labelling is very important to us and the Vivo! enables us to create labels in-house. Some of the bigger customers send us their own label artwork, but we also create label designs in-house for those private label customers who don't have design facilities. We keep blank labels in stock ... and we print as many labels as we need. We can print labels within an hour of creating the design instead of waiting five to ten days to have them printed outside. And when a customer needs to approve a design, we can print [a proof of] these labels for just pence.”

- Matthew Clubley,  
Allied Hygiene IT Manager



Visit Allied Hygiene at [www.Allied-Paper.co.uk](http://www.Allied-Paper.co.uk)

## Vivo! Specifications



**Technology:** CMYK Electrophotographic (LED array)

**Print Quality:** Continuous tone

**Resolution:** 600 dpi

**Speed:** 2 or 3 ips (50.8 or 76.2mm/s), user selectable

**Image Placement Accuracy:** ± 2mm (48 dots, at 600 dpi)

**Print Area:**

*Standard Labels:* Width: 3" - 8.1" (76mm - 206mm); Length: 2" - 50" (51mm - 127cm)

*Full-Bleed Labels:* Width: 3" - 7.6" (76mm - 193mm); Length: 2" - 50" (51mm - 127cm)

*Note:* Narrower labels can be printed multiple-across. Maximum accepted material width is 8.43".

**Supplies:**

*Ink:* one each, CMYK QuickLabel® Vivo! toner cartridges

*Drums:* one each, CMYK QuickLabel® Vivo! drums

*Rollstock:* 8"OD (223.2mm OD) QuickLabel® paper and synthetic labels

**Software:** Custom QuickLabel® and Vivo! Windows® Driver are included

**Connectivity:** USB standard, Ethernet optional

**Memory & Storage:** 256 MB RAM, 20 GB HDD

**Environment:** Clean production environment, temperature and humidity-controlled

**Dimensions:** Print engine on integrated cart. Cart length: 5'6" (1.7m). Engine height: 43.5" (1.1m)

**Power:** 120 VAC and 220 VAC

**Accessories:** QuickVac™ toner vacuum, included



**Custom QuickLabel® Photo Label Software**

Enhance the power of your Vivo! with advanced print management tools, image-enhancing color halftoning algorithms, and color output profiles matched to QuickLabel brand label materials, all provided by the Vivo!'s native label creation software package.

**included**

## Optional Accessories



**QuickPeel Label Matrix Remover:**

Removes the "label matrix," excess label material left in place on the liner when the Vivo! prints "full-bleed" (from edge-to-edge on a label shape). The matrix absorbs stray toner. After the QuickPeel™ removes the matrix, the die-cut labels are exposed on the liner wound onto rolls, ready to be used on a label applicator.



**Label Rewinder:**

Automatically rewind labels as they exit the Vivo!. Finished rolls are ready to be loaded onto a label applicator.

## QUICK LABEL® SYSTEMS

The Labels You Want When You Need Them®

**USA WORLD HEADQUARTERS**

600 East Greenwich Ave.  
West Warwick, RI 02893 USA

Toll-Free (877) 757-7978

Fax: (401) 822-2430

E-mail: info@QuickLabel.com

**www.QuickLabel.com**

**CANADA**

www.QuickLabel.ca  
Tel.: (877) 757-7978  
(Ontario and western Canada)  
Tel.: (800) 565-2216  
(Québec and eastern Canada)

**FRANCE**

www.QuickLabel.fr  
Tel (33) | 34 82 09 00

**DEUTSCHLAND**

www.QuickLabel.de  
Tel. +49 (0) 6106-28368-20

**UNITED KINGDOM**

www.QuickLabel.co.uk  
Tel.: 01628 668836

## More QuickLabel Printing Solutions:



### Zeo!® Low-Volume Inkjet Label Printer

The Zeo! inkjet label printer offers photo-quality label printing in lower volumes for light manufacturing or label printing in workcells. The desktop Zeo! is suitable for an office or packaging room environment, and comes with a Lifetime Warranty.



### QLS-4100 Xe Highest-Throughput Label Printer

Combining the best aspects of both a barcode label printer and a near-photo quality label printer, the QLS-4100 Xe achieves high-speed, variable information color label printing in CMYK color at 300 dpi using QuickLabel's patented color thermal transfer printing technology.



### Pronto! 500 High-Speed Barcode Printer

The Pronto! 500 is the highest-performance barcode label printer on the market, offering ultra high-speed barcode label printing at 15 inches per second and reproducing single-color graphics, including grayscale photos with great fidelity and realistic highlights, midtones, and shadows. The Pronto! 500 maintains print quality over long print runs with its rugged, all-metal construction. And, it comes with a Lifetime Warranty.