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Elevate Your Brand by Reimagining Shipping Labels



What if you had a new way to highlight promotions and offers, so that they were the very first thing to come before shoppers' eyes?

And what if you could reduce material and labor costs — and streamline operations — at the same time you were increasing customer engagement? With the latest innovations in label creation software, shippers can incorporate full-color images into the shipping labels they already use, transforming them from utilitarian sets of transportation instructions into eye-catching mini-billboards. Not only do full-color shipping labels make it possible to reinforce brand identity and create promotions, but their use also adds efficiencies in the warehouse, the stockroom and everywhere in between.

As the popularity of online shopping continues to grow, and [expectations for the e-commerce market to total over \\$8.1 trillion by 2026](#), demand for print labels is climbing, too. In fact, [the print label market is expected to expand at a compound annual growth rate of 4.2% from 2021 to 2026](#). Full-color package labeling presents a new opportunity to differentiate your brand within an increasingly competitive marketplace, since shippers can now insert brilliantly-colored logos, coupons and targeted ads into their existing product labels.

Adding color to your printed package labels also supports timely and accurate parcel delivery. It's near-effortless to highlight key information, indicating, for instance, that a



package contains hazardous or flammable materials (a regulatory requirement), showing state-specific information (as when shipping alcohol across state lines) or meeting expedited shipping requirements (such as showing “next day air” text). Including details about what’s in the box makes life easier for customers and warehouse staff alike, since sorting arriving packages or verifying inventory levels is simplified.

In this eBook, we’ll explore how color label printing software can support sales and marketing efforts, increase brand recognition, and enhance shipping efficiency. Read on to learn more about what this new technology is and how consumer-facing brands can take advantage of it to elevate customer experience and streamline operations.

Taking Full Advantage of Full-Color Shipping Labels

With legacy package labeling technology, the main printed label only served one purpose: display the address information needed to direct the parcel to its destination. However, shippers often needed to convey a great deal more information than this on the outside of the box. Extra labels would then be used for instructions on how to send the parcel, what was inside it or who it came from.

Full-color shipping labels can accomplish all of this and more with a single stick-on label.



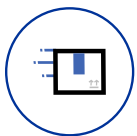
Branding: Companies invest heavily in building brand recognition, and color labels present a valuable opportunity to reinforce that message. Adding a true-tone colored logo to package labels is a way to reinforce your brand's visual identity with creative flair.



Targeted ads/promotions: With full-color package labels, it's easy to create customized labels to promote sales, special events or other offers. For example, you could remind customers that a Labor Day sale is coming up, or invite an add-on purchase by promoting an item that complements what they just bought — for example, put a discount for golf shoes on the shipping label for a package containing golf clubs.



Coupons and cross-promotions: By tailoring the offers presented on package labels on the basis of your customer data, you can highlight exceptionally relevant products. Or you can offer the space to partner companies eager to reach your customers with complementary offers. A meal kit provider might, for instance, include a QR code that promotes fine wines to one group of customers, and upscale dog treats to another group, depending on demographics and each group's propensity to buy. In this way, the package label can actually become a source of revenue, while you reduce the advertising costs that you used to spend on paper flyers.



Increasing shipping accuracy: Highlight information such as parcel count or expedited shipping requirements to promote accuracy and timeliness of delivery. "Overnight express" deliveries could have those words printed in red or highlighted in yellow to emphasize their urgency.



Product details: Images of what's inside the box can make it easier to organize your warehouse, stockroom or other inventory storage space. If your assortment includes multiple lines, depicting the specific style and color of what's inside the box will make it easier for customers to sort their incoming shipments without having to open individual packages. This also supports instant inventory verification and creates a more orderly stockroom.



Handling information: Display important regulatory or state-specific details, such as flagging restricted, hazardous or flammable materials.

Here's How Label Boost® Works

The newest color label printing technologies are very simple to deploy and use. In fact, most of the label creation process is the same as it was with your old black-and-white labels, with modifications taking place only at the very last step before printing.

Epson Label Boost, for instance, provides a seamless, easy-to-use integration with your ColorWorks printer and existing Windows-based label printing workflow, allowing you to customize your label output based on shipping label details.

ColorWorks printers easily integrate with label printing software, increasing workflow efficiency.* Create vivid, high-quality color labels that ensure your product and brand stand out.



Label Boost automatically formats your labels when you send print jobs. Here's how it works:



Personalize Shipments by Customizing Your Labels

Full-color label printing makes it easy to capture your customers' attention with vibrant and impactful images that will make your labels stand out like never before. And label customization rules are applied automatically, saving time, manual effort and space on your labels.

The latest software can adjust labels dynamically while printing on demand, whether you're adding a single, simple image or featuring more complex content such as promotional material or shipping and handling instructions.



You can customize your labels in three ways:



Date:

Print specific labels for promotions, coupons or print advertisements based on dedicated holidays or sales. The software will automatically revert back to the default setting once the target date has passed, so you'll no longer need to keep track of timelines. And you're guaranteed that no obsolete labels will be left over when the promotion is over, since you're printing on demand.



Location:

Include important regulatory or state-specific shipping information, depending on the shipment's destination. Or target consumers in different regions of the country with the right promotions—there's no need to advertise snow shovels in Florida, for instance.



Phrase:

Use color in shipping labels to call out delivery urgency, such as "Overnight Shipping", and help drive accuracy in package handling. If you're shipping boxes in a set, you can use color-coding to highlight the fact that each package is "one of three," or "two of three," and so forth.

10 Ways Your Business can Maximize Resources and Minimize Hassle

Streamlining operations to save on labor and materials will ultimately benefit your company's bottom line. Leveraging custom-colored labels can help reduce the total number of labels you'll need, as well as the amount of time your employees will need to spend applying them.

1. Include all warnings and labels required by regulators to stay compliant.
2. Decrease shipping errors, to help improve customer satisfaction and mitigate unnecessary costs.
3. Eliminate the hassle and expense associated with printed marketing inserts or affixing secondary labels.
4. Make changes as needed, rather than pre-ordering and storing secondary labels that may soon become obsolete.
5. Preserve the integrity of shipped merchandise with ease, since package handling instructions are right on the label.
6. Provide clear instructions to all interested parties, should a package need expedited delivery, special handling or something else.
7. Create a new revenue stream by partnering with other brands for on-label advertisements.
8. Streamline operational flows in warehouses with color-coded package labeling.
9. Give customers easy-to-follow instructions in a location they can't miss.
10. Optimize storage and handling to make the most of limited stockroom space.



Are You Ready to Give Your Labels a Boost? It's Time to Reimagine Your Package Labels

Epson Label Boost is a software solution that was purposefully engineered for hassle-free deployment. With Label Boost, the bulk of your label creation process remains the same, and the software works alongside your existing shipping software to keep your delivery operations running smoothly. Label Boost software is compatible with most Epson ColorWorks printers, ensuring that your labels will continue to be printed with the exceptional image quality that's worthy of your brand.

In today's world, a significant percentage of shopping experiences start online. Often, the package label is encountered at the moment of the consumer's first physical experience of the brand. This is when the buying experience becomes real, and anticipation comes to a head. Marketers know that fostering a memorable connection with customers by giving them a positive experience at this moment makes it far more likely that they'll engage with the brand again. Label Boost lets businesses do exactly that.



To find out how you can take your shipping labels to the next level, visit Epson.com/labelboost

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*Label Boost is compatible with ColorWorks CW-C4000, CW-C6000 and CW-C6500 Series printers.

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