

FAQs: Unlocking the Potential of Label Boost

Label Boost® software transforms labels into full-color marketing tools that can help improve performance in several areas. These range from brand visibility to more accurate logistics and shipping, improved operational efficiency, and even regulatory compliance.



How do full-color customized labels make a difference?

It's important to make a good first impression with customers, and as the first tangible brand experience, a well-printed label can make all the difference.

Using color to highlight important shipping and handling instructions can help increase logistical accuracy and safety. It also helps with marketing by emphasizing promotional information — all in color, and all in one place.



What can you customize with Label Boost?

Label Boost gives you precision custom control over critical information including:



Date: You can configure label content based on the date to accommodate time-specific content such as promotions.



Location: Adjusting content based on location enables you to print geography-specific shipping and handling instructions, along with special offers tailored to the customer's region.



Text emphasis: Color is an excellent way to guide the eye, as it can highlight important information such as safety and handling instructions or special offers. Using it to number multi-part shipments can also help ensure that deliveries are complete while avoiding misplaced items.

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How does Label Boost help with marketing?

Color-enhanced design is an excellent way to improve your marketing capabilities by engaging the customer at the point of delivery. You can tailor this in several ways:

- **Targeted messaging:** Label Boost can dynamically adjust label content based on customer location, purchase history, or seasonal promotions. This automated customization empowers even the smallest business to deliver personalized labels that will help leave a lasting impression.
- **Cost savings:** Additional inserts or secondary labels can be costly to produce, and there's no guarantee that customers will read them. Printing all of the information in color on the primary label drives cost efficiencies while also increasing the chance that a customer will read it.
- **New revenue streams:** Label Boost can grow with your capabilities, allowing you to monetize label space by partnering with complementary brands.

How does Label Boost work?

There are four steps to a Label Boost print run:

1. **Send a print job:** Initiating the label print request as usual.
2. **Software intercepts the print job:** Label Boost grabs the print job before it reaches the printer.
3. **Customization:** Label Boost dynamically customizes the label design according to your needs.
4. **Print and apply enhanced label:** The final output is a personalized, full-color label that integrates shipping and marketing elements.

What industries benefit the most from Label Boost?

Label Boost offers benefits across a range of sectors. Here are some that benefit the most:



Retail & ecommerce: Printing promotion details on labels can potentially help increase customer engagement and revenue.



Warehousing & fulfillment centers: Clear handling instructions can help to improve safety and shipment accuracy, in turn potentially reducing labor costs.



Manufacturers: Product vendors can ensure that their labels include clear handling information to meet compliance requirements while enhancing package presentation.

How does Label Boost increase efficiencies and streamline operations?

Label Boost's features translate into operational efficiencies. Here's how:

- **Eliminating secondary labels:** Consolidating all necessary information clearly onto a single label helps to reduce prep time and printing costs.
- **Preventing shipping errors:** Color-coded messaging helps to improve delivery accuracy.
- **On-demand printing:** Printing custom labels as needed avoids pre-printed stock waste. It also enables you to put information on the label that you would normally have printed on expensive marketing materials in the shipping box.
- **Time management:** Label Boost can help reduce labor costs by including clear instructions for special processing and returns.

What Epson printers are compatible with Label Boost?

Label Boost integrates with ColorWorks® CW-C4000, CW-C6000, and CW-C6500 series printers. Its seamless Windows-based workflow ensures easy implementation and usage.



Conclusion

Using modern full-color shipping labels can boost your brand and help operations be more efficient. They are easy to print, feature colorful promotions, and include secondary shipping instructions all on one label.



Ready to revolutionize your shipping label process? Download your free trial today at Epson.com/labelboost.

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