

PROFILE

NAME: Redbud Roots

LOCATION: Buchanan, Mich.

FOUNDED: 2017

WEBSITE: www.redbudroots.com

CHALLENGE

Consistently produce quality color labels to ensure compliance and efficiency in the fast-paced cannabis industry.

SOLUTION

Implement an end-to-end labeling system, including the addition of the ColorWorks® C7500G on-demand label printer, to ensure compliance and promote innovation, growth and profitability.

Made for the Mission

Redbud Roots Cures Labeling Inefficiencies with Epson ColorWorks On-Demand Label Printers and Loftware NiceLabel Cloud Joint Technology Solutions

“Finally, we have the right equipment to get the job done – equipment that is made for the mission,” said Alex Gillett, chief production officer at Redbud Roots. “It makes my day-to-day life at work a whole lot easier. I’m not stressing about if a job will get done or the time and effort it will take to update a batch of labels on the fly.”

[Redbud Roots](http://www.redbudroots.com) is a leading supplier of cannabis products in Michigan. The business owns and operates four medical grade commercial cultivation facilities, three provisioning centers/dispensaries, one processing lab, and one packaging facility.

Redbud Roots prides itself in using top-of-the-line materials to produce clean and pure product to meet the different needs of different ailments. When it comes to using top-of-the-line materials, technology is no exception.

“Our goal is to make consistent, precise medicine with a patient-first approach,” said Mark Weedon, packaging plant manager. “So, we look to invest in onboarding technology that enables us to do exactly that – from our medical grade commercial cultivation equipment to regulatory tools and labeling and packaging equipment.”

Highly Regulated

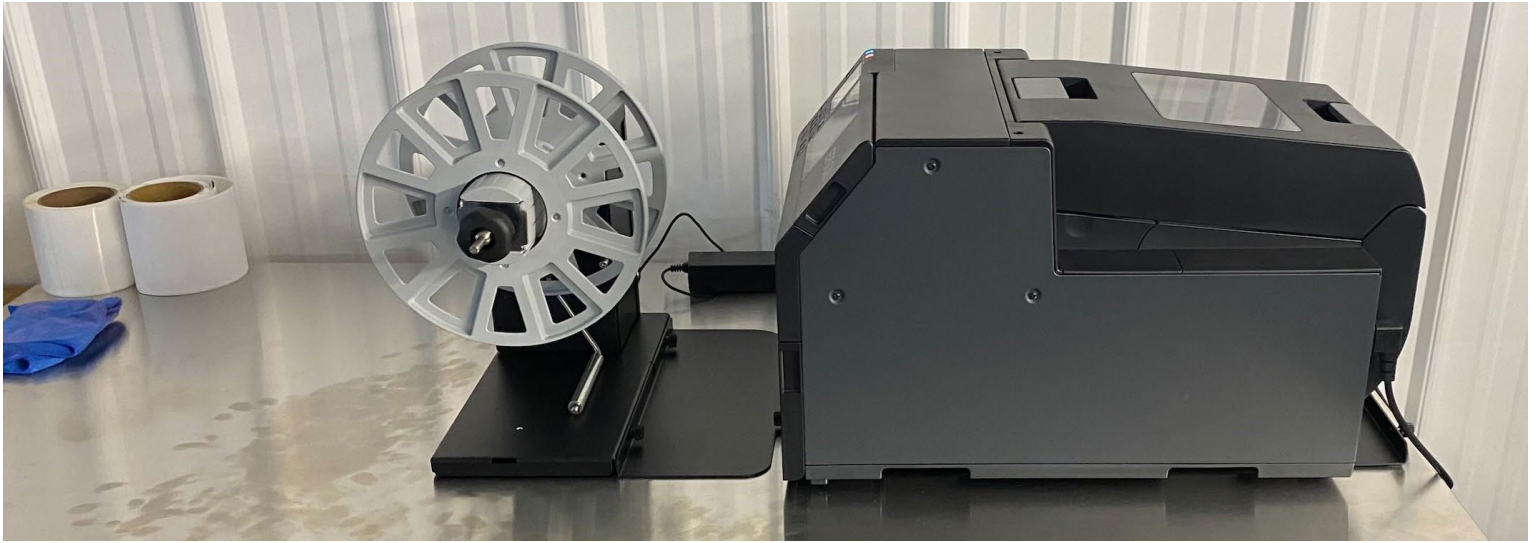
Because non-compliant labels in the cannabis market can result in penalties and hefty fines, adhering to regulations and investing in technology solutions to ensure compliant labels is critical.

To be considered compliant, cannabis labels in Michigan must include several color icons, disclaimers, poison control



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contact information, and variable data such as license numbers, batch numbers, CBD and THC percentages, and more. On top of that, the label needs to include branding and product information. With relatively small, standard 3"x1" or 4"x2" labels, there is only so much space to incorporate all the information needed.

"The compliance regulations and rules are changing all the time," said Gillett. "The state of Michigan Marijuana Regulatory Agency (MRA) can email me at any given moment with an update and we need to be able to change the labels right then and there, otherwise we are no longer compliant."

"We had a number of printing and labeling challenges that needed to be addressed when we were looking for a printing solution," said David Frankfater, CTO, Redbud Roots. "These included the constant changing of statewide regulations controlling what must or must not be listed on a cannabis product label, significant Redbud product variation with unique packaging requirements and the need for different label sizes."

The Root of the Problem

"Our previous labeling system was a huge hassle and a big bottleneck," said Gillett. "The labels were never consistent, and the quality of the labels didn't match the quality of the product we produce. Plus, the system we had in place was a barrier to making compliance efficient."

"We were printing the labels with a standard MFP paper printer using adhesive label media, traditionally running about 20 sheets of labels in each setting," said Gillett. "I would collect and compile the product lab test information from Metrc into an online sheet before passing off the info to our graphic designer who would then design and print the compliance labels."

After the labels were printed, they would come back to Gillett so he could triple-check to verify the information was correct.

"If a single digit was printed illegibly or the label was not on center or the information was not printed correctly on the label, the entire batch of labels would be considered scratch," continued Gillett. "And this would happen all too often with the old labeling system."

Gillett and the Redbud Roots team were in search of an upgrade to the existing labeling system. Topping the wish list was a plug-and-play color label printer that could benefit workflow, deliver consistent and quality labels every run and grant Redbud Roots the flexibility to keep up with swift changes in the industry.

"We needed a system that would allow for quick changes to be rolled out across label designs," added Frankfater. "It also needed to accommodate varying label sizes and different packaging mediums without requiring us to enlist an Adobe designer. And most importantly, we needed a system that anyone could use."

Cultivating Efficiency and Scalability

When the Redbud Roots team realized the labeling system was no longer practical, they approached trusted technology partner, [Integrated Productivity Systems](#) (IPSi) and the [Loftware](#) team for help implementing label printing hardware and software that could meet and exceed their needs – promoting efficiency for current workflow and scalability for future growth.

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"The Redbud Roots team was seriously frustrated with the current labeling system and no longer wanted to be inhibited by it," said [Rick Schilling](#), president and founder, IPSi. "The team outlined that they needed a reliable and easy-to-use label printer and simple solution to design and print labels day-in and day-out. I was quick to recommend Epson and Loftware NiceLabel Cloud as an ideal combo to suit their needs."

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Redbud Roots is printing between 4,000 to 6,000 labels per day, five days a week on the ColorWorks C7500G. Gillett noted he's printing a variety of label sizes including 4"x2" labels for edibles and 3"x1" labels for the most popular selling products, cartridges, concentrates and flower.

Compliance is crucial, and it falls on Gillett to ensure compliant labels are on every single product before it goes out the door. IPSi developed a label management system based on Loftware NiceLabel Cloud that has an architected database structure to support all of Redbud Roots' products. The system's dynamic user interface makes it easy for Redbud Roots to manage both product- and customer-specific requirements. "But now, everything is at my fingertips – I have the ability to make a change at a moment's notice and I know that quality, consistent labels are going to come out of the machine every time."

Second to compliance, getting product out the door and onto shelves quickly and efficiently is paramount for Redbud Roots. "The amount of product we can label and move out to the market is substantially more now. Labeling is significantly less manual now and everything is streamlined because the software and hardware bring us efficiency and simplicity. Financially, we've even noticed significantly less waste."

"Epson printers utilizing IPSi's configured Loftware NiceLabel Cloud software platform satisfied our requirements and allowed us to take our in-house printing to the next level. Furthermore, IPSi has truly become a valued partner and we highly recommend them to any company with similar printing challenges," said Frankfater.

All the Right Tools

"It comes down to having the right equipment, the right software and the right team of people by your side, which are all of the tools needed to be flexible, succeed and grow



in this fast-paced industry," said Weedon.

"Our process now is top of the line," said Gillett. "We have the foundation for adding new product offerings, cloning items, adding strains, and co-branding. It's all at our fingertips because the technology, the templates, the IT support, and the software is all there – to support our current operations and scalability for future growth."

"It makes all the difference to team up with folks who are passionate about the work they do and the products they produce," said Weedon. "Aside from the tenacity and expertise, that's why we partnered with IPSi, Epson and Loftware."

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