

NiceLabel

## VAR Success Story



The NiceLabel Differentiation:

# Creating end user value with a solution that drives increased revenue and margin

## Background

One of NiceLabel's Value Added Resellers (VAR) is a leader in providing complete labeling solutions to companies in the food industry. The VAR was using legacy labeling software that wasn't flexible enough to meet the dynamic customization needs of its customers. Each labeling system provided to its customers required custom programming, which took time to deliver and ate away at valuable margin.

## The Customer Need

The VAR's customers in the food industry including; grocery stores, bakeries, cafeterias, restaurants, convenience stores, and delis; were looking for a better way to label the various food products they sold. They needed to make process improvement gains in their operations by simplifying label printing and increasing label accuracy, while making the entire process more efficient and manageable. Labels needed to include a wealth of information like product branding, ingredient lists, pricing, warnings, weights, and barcodes. What's more, each of our partner's customers needed a unique labeling software configuration.

## The Solution

The VAR contacted NiceLabel to help them develop a completely configurable custom label printing solution. Using NiceLabel PowerForms Desktop, the NiceLabel Professional Services Group built a touch screen solution that the VAR could easily configure to meet the needs of each of its food industry customers.

The solution is an on-demand printing system designed to print variable data on a variety of different size and shape labels. This system also allows food companies to use graphics, fonts, and tag lines to enhance their product brand. Scale management integration allows customers to customize labels and push new data to the system at the store level for promotional pricing. Additionally, customers have the flexibility to categorize their products as their business changes.

### Selling a Solution That Keeps Delivering Revenue

NiceLabel PowerForms Desktop allows the VAR to easily configure the application to create a customized solution that meets the complex food and product labeling demands of each of its customers. Now, instead of simply selling their food customers label design software, they are selling a solution that delivers desirable and demonstrable value for the end user – value they are willing to pay for.

## Results

### Extended Value for the Customer

The VAR's customers have control over editing product information such as product name, pricing, dates, weights, nutrition panels, cooking instructions, bar codes, QR codes, health claims and tag lines, etc. Branded product labels with accurate information have increased sales. In addition, having a touch screen solution has simplified the label printing process, requires less staff training and increases productivity at the point of sale, which drives bottom line revenue.

### Increased and Recurring Revenue for the VAR

NiceLabel's partner can now differentiate and sell a solution that includes a printer, labels, a scale and software. This allows them to grow the market value of the software and sell it for higher margin. They also sell more printers, supplies and services. Best of all, by providing a total solution, the VAR is differentiating from their competition and locking in their customers' future business.

To learn more about differentiating your business by becoming a solution provider with NiceLabel, visit [www.nicelabel.com/value](http://www.nicelabel.com/value)



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### About NiceLabel

NiceLabel is the leading developer of barcode and RFID labeling software. NiceLabel VARs differentiate their business, create real end-user value, and gain a competitive edge while maximizing profit. They do this by providing solutions that reduce operational costs while leveraging a market that delivers higher revenue and margins. NiceLabel offers label designers for resellers and solution builders for VARs.

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