

# Transforming beverage label overprinting into a profit engine

AT Information Products' print system featuring HP Thermal Inkjet technology and solvent inks enables craft distillers to boost output and profit



INDUSTRY:  
Craft Spirits,  
Craft Brewing

## Customer Profile

Craft distillers need to add data to pre-printed bottle labels, such as dates, barcodes, barrel numbers and ABV.

## Approach

By automating overprinting of beverage labels, production speeds and quality are improved, while enabling distillers to add exclusivity value to their products.

## Business Outcomes

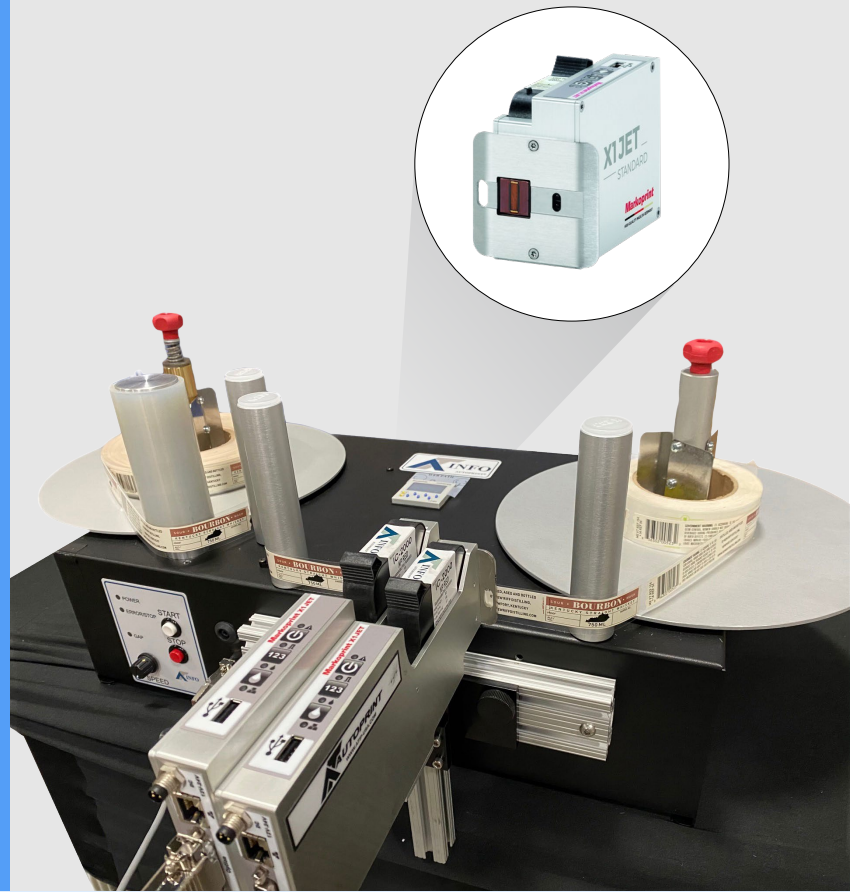
Production is fast and efficient, maintenance and staff costs are cut, and a typical return on investment is just three months. By adding brand value, profits are boosted.

## HP partner product

AT Information Products' Reel-to-Reel Label Printer, using HP Thermal Inkjet (HP TIJ) technology and solvent ink cartridges, including user training and support.

“Our customers quickly see how this print system can completely transform their production process, saving them time and money and bolstering their bottom line.”

Jeff Norton, Business Development,  
AT Information Products



## Challenge

Adding essential variable data to pre-printed labels has been a slow and labor-intensive, sometimes handwritten, process for distillers, for years. The boom in the US craft spirits industry has transformed overprinting from a necessity into an opportunity, with consumers content to pay more for craft spirits for its perceived exclusivity.

Overprinting can add marketing and brand value, highlighting the desirability of each bottle, such as a limited, special edition. The HP Thermal Inkjet enables the addition of graphic imagery, signatures, logos and QR codes that create demand and boost profits.

## Solution

AT Information Products' Reel-to-Reel Label Printer system is durable, low maintenance, and easy-to-use, featuring multiple compact HP TIJ print heads and solvent ink cartridges. It can handle multi-location printing on a diverse range of label sizes and substrates. Personalized signatures can even be applied using True Type fonts, to make it look like the labels were handwritten.

## Outcomes

The AT Information Products solution increases production speeds by as much as 2000%. It reduces the need for manual intervention, optimizes print quality on diverse substrates, and minimizes maintenance costs, with a typical return on investment of just three months. Additional data, graphics, logos, and signatures convey exclusivity and value, boosting bottle prices and increasing profits.

Learn more at [hp.com/go/oeminkjet](https://hp.com/go/oeminkjet)



Overprint  
beverage  
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+2000%  
production  
speed