KONICA MINOLTA

BRING LABEL PRODUCTION IN-HOUSE

FASTER TURNAROUND, CREATIVE FLEXIBILITY, AND A PROVEN RETURN ON INVESTMENT

With a Konica Minolta digital label press, manufacturers gain the freedom to produce labels on demand—supporting seasonal launches, product variations, prototypes, and short runs—while improving cost control and responsiveness.



What In-House Label Production Makes Possible

PRODUCTION FLEXIBILITY

- Run Seasonal, promotional, and limited edition labels without minimum order constraints.
- Print prototypes, test designs, and concept product labels internally - no delays, no extra fees
- Customize labels by region, SKU, or customer with minimal setup

SPEED & CONTROL

- Same-day to 72-hr turnaround supports faster product launches
- Eliminate dependency on external production schedules
- Adjust quantities in real time as demand shifts

OPERATIONAL & FINANCIAL IMPACT

- Reduce total label costs by 30–50% versus outsourcing
- Mitigate labeling risk and line downtime from incorrect, outdated, or delayed labels
- Achieve rapid payback with ongoing annual savings

ROI Snapshot

In-house label production delivers predictable monthly savings and reduces the risk of line-down events.

In a representative scenario of $25,000 in monthly outsourced label spend, manufacturers achieve **$100,000+ in annual savings** and **full payback in under 3 years**, while maintaining consistent, on-time production.

Outsourced Label Spend	~$25,000 PER MONTH
Investment	~$350,000
In-House Printing Savings	~$10,000 PER MONTH
Annual Savings	~$120,000
Payback Period	Under 36 months

Market Dynamics

As the label converting market becomes increasingly saturated, pricing and turnaround times are less differentiated. Bringing production in-house shifts control back to your operation—allowing you to prioritize speed, consistency, and cost predictability on your terms.

Why In-House Label Production Makes Sense

When evaluated across cost, speed, and operational impact, in-house label production consistently outperforms outsourcing models.

FACTOR	OUTSOURCING TO CONVERTERS	IN-HOUSE PRODUCTION
Cost per Label	Includes converter margin, shipping, minimum quantities, rush fees	Direct material + ink/toner + labor: **30–50% lower**
Turnaround Time	5-15 business days typical, rush fees apply	**Same-day—72 hours** Rush fees eliminated
Inventory/ Waste	Bulk orders required—obsolescence risk & discarded waste write-off	**Print on demand** with no waste, lower working capital
Revenue Capture	All value paid externally to converters	**Value retained internally:** direct margin gain
Payback Period	None – Cost Repeats Every Year	$350,000 equipment investment **paid back in under 3 years**

Why Invest Now?



Label Demand Rising

Label demand continues to grow as SKUs expand and customization increases, making speed, flexibility, and on-demand production a competitive advantage.



Operational Value

In-house label production improves agility, reduces inventory risk, and supports innovation without minimums, waste, or external constraints.



Capture the Advantage Early

Moving now captures savings sooner, accelerates payback, and builds internal capability before competitors invest, turning time into a measurable advantage.

Bring Your Labels In-House and Expand What's Possible

From faster launches to smarter inventory management, in-house label production gives you the flexibility to respond to market demands while delivering measurable ROI.

- Support seasonal, promotional, and customized labeling
- Improve speed to market and production agility
- Capture long-term margin and operational value

Let us help you take the next step. Your ROI starts now.

EXPLORE KONICA MINOLTA'S DIGITAL LABEL PRESSES & SOLUTIONS

LEARN MORE

For complete information on Konica Minolta products and solutions, please visit: **CountOnKonicaMinolta.com**

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