



The ROI of Color

A Guide to Boosting Sales and Profit Potential with Color Labels





The Tangible Business Benefits of Using Color in Your Labels

Customers form opinions quickly, and color dominates those judgments:



90 seconds

The time it takes for people to form impressions of people or products.¹

62-90%

of that initial assessment is based on color.¹

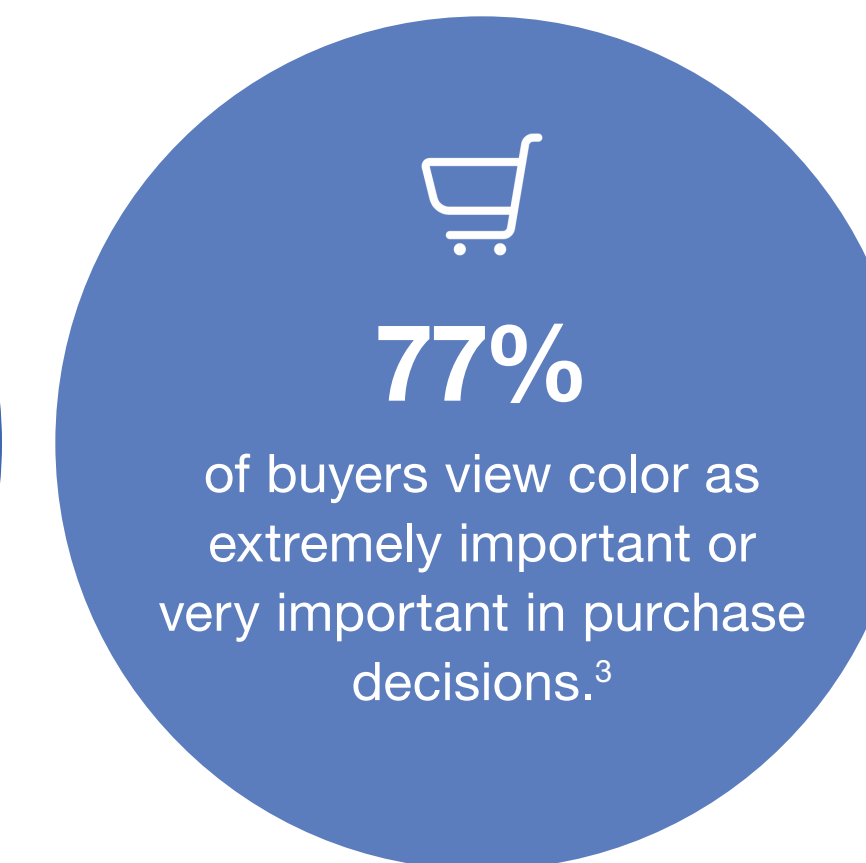
This guide explores five ways color labels can help businesses improve profit potential, highlight safety concerns, and streamline logistics for more successful business outcomes. Read on to see how color can help bring your labels – and your business – to life.

¹ Satyendra Singh, Impact of Color on Marketing

01

Boost Sales and Profit Potential

Color is a powerful tool for capturing attention and reinforcing brand identity. It can influence everything from first impressions to consideration and purchase decisions. Thoughtful use of color supports recognition, consistency, and perceived quality.



¹ Satyendra Singh, Impact of Color on Marketing

² Straits Research, The Key Role of Color in Branding and Marketing

³ Abdulwahah Sraiheen and M Halim Dalgin; Product Color Importance, Color Choice, and Meaning of Color Among Canadian Consumers, Journal of Business, Economics and Technology

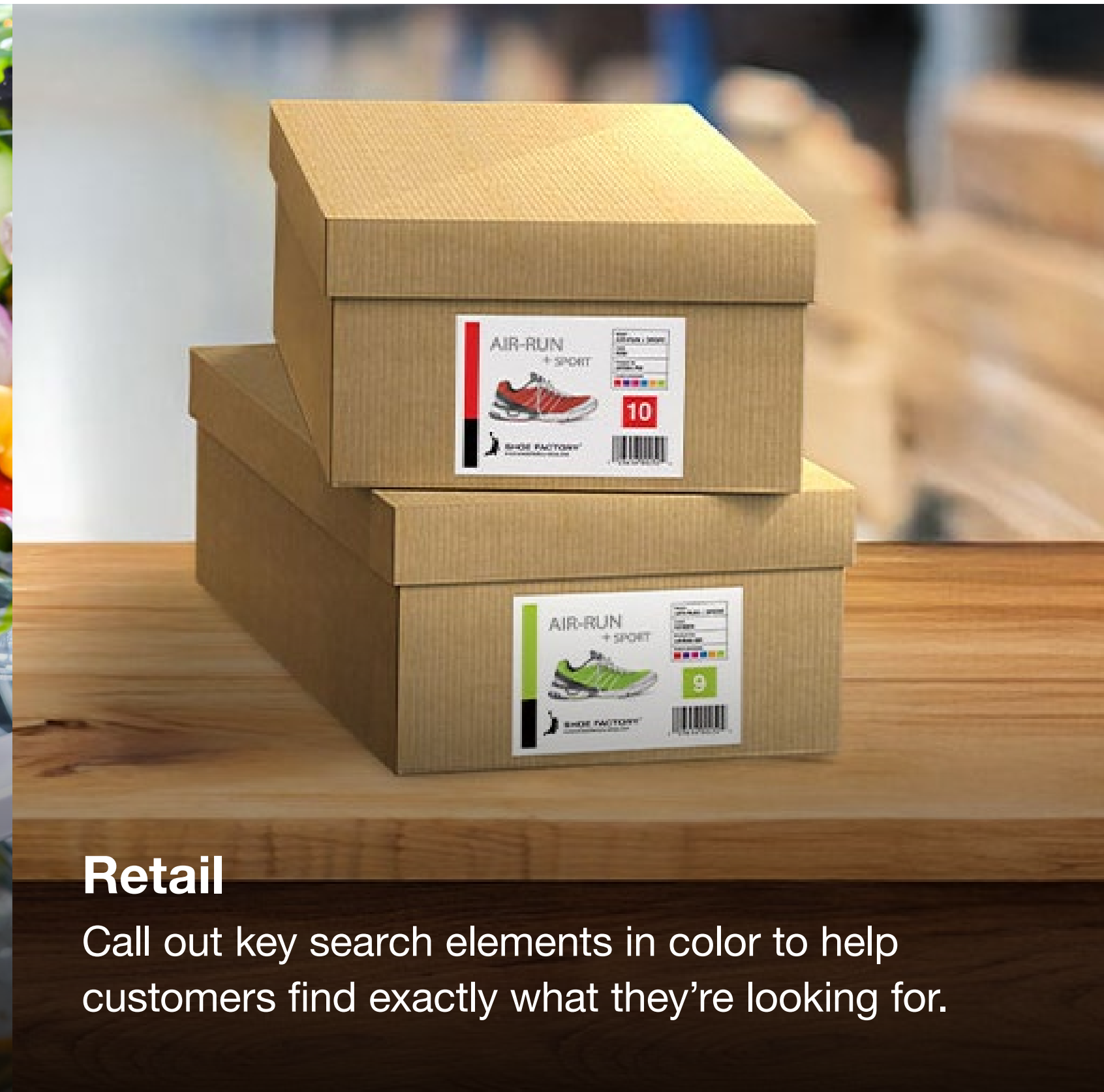


Help customers connect with your brand before they even read the label.



Grocery & Convenience Stores

Establish a premium feel and quality cues at first glance.



Retail

Call out key search elements in color to help customers find exactly what they're looking for.



Shelf Tags

Draw attention to your products on crowded shelves with vibrant, branded shelf tags.



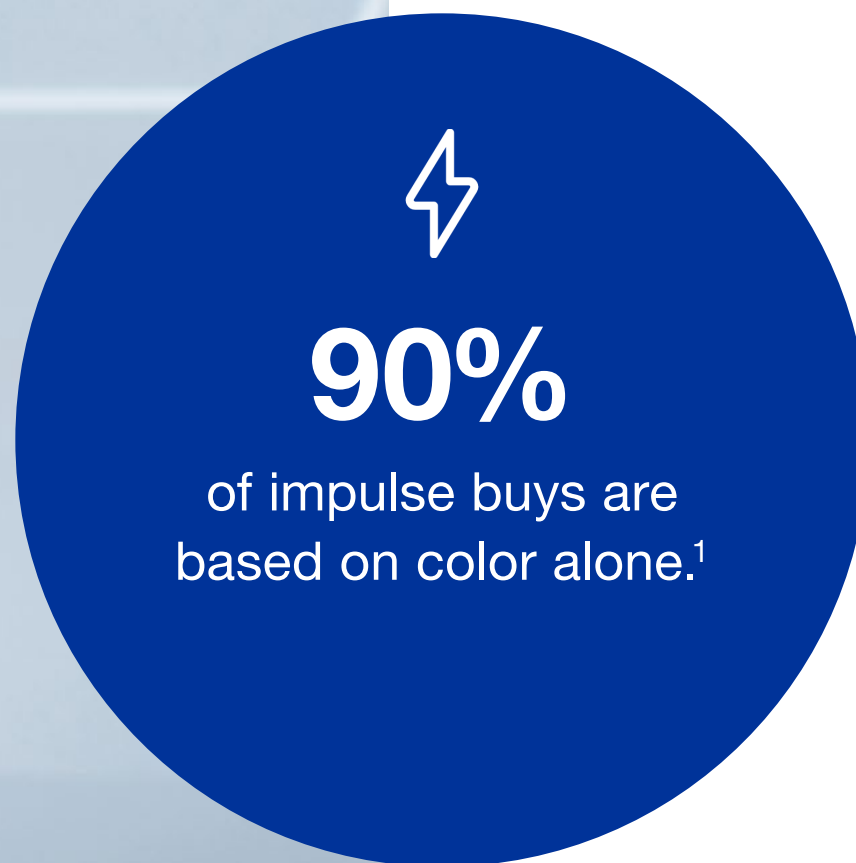
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Attract customers to your products with color for deeper customer engagement that can help improve financial returns.



Build Purchase Consideration and Customer Retention

Incorporating color can shape how customers perceive a brand and interact with its products. Clear, visually appealing labels help communicate quality, build trust, and strengthen emotional connection. With full color shipping and to-go labels, businesses can add logos, coupons, even links to customer reviews — helping to keep customers connected and coming back.



¹ Straits Research, The Key Role of Color in Branding and Marketing

² Ciprian Nicolae Popa, Considerations Regarding Use and Role of Colour in Marketing

Use color to create meaningful and memorable customer interactions.



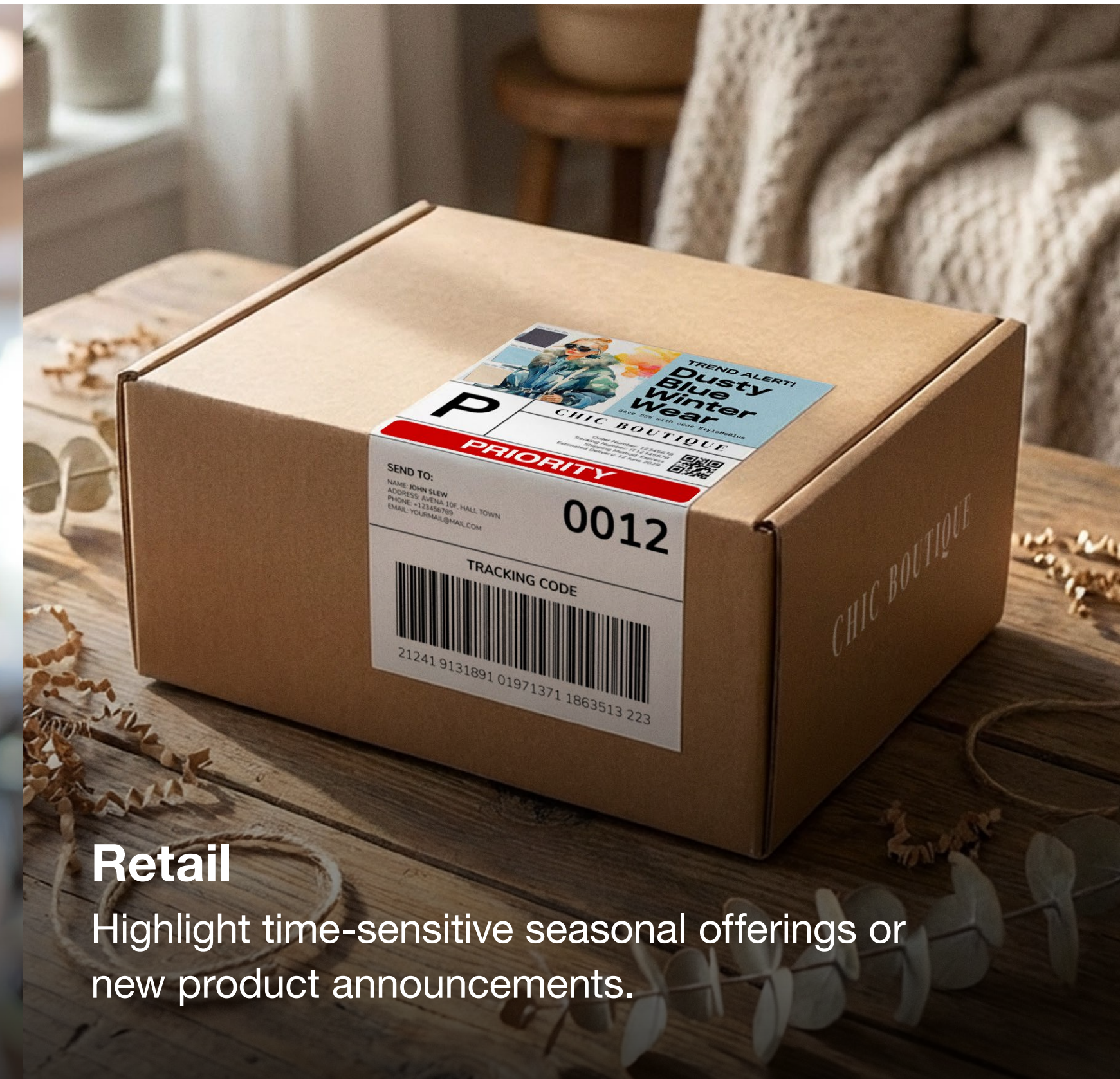
Shipping Labels

Offer a hard-to-miss discount code to encourage repeat purchases.



To-Go Labels

Make it easy for customers to engage with your business post-purchase and come back for more.



Retail

Highlight time-sensitive seasonal offerings or new product announcements.



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Turn black and white labels into colorful marketing mechanisms that can help strengthen customer loyalty and boost value.

03

Improve Information Clarity and Make It Easy to Read

Color creates visual hierarchy — helping complex information make sense fast. Used intentionally, it can separate categories, highlight priorities, and make labels easier to scan and interpret accurately. The right use of color on your labels can help your customers quickly “get it”... and get to “yes.”



60,000x

People absorb visual information **60,000 times faster** than text.¹



10 million

The human brain can process over **10 million** color variations.¹



2x

Appropriate color arrangement can **double** the likelihood of an element being seen.²



Processing ↓

High-visibility color use can **reduce information processing time.**²

¹ Mayur Kehkare, Why Your Data Visualization Colors Are Secretly Hurting Your Analysis

² Ze-Yu Wang, Older Adults' Response to Color Visibility in Indoor Residential Environment Using Eye-Tracking Technology



Color can do more than attract attention. Use it to help improve scanability.



Pharmacy

Help patients and caregivers easily find and read important instructions.



Visitor Badges

Make it easy for staff to quickly identify authorized personnel, contractors, and other guests.



Warehouse & Logistics

Streamline inventory management with color-coded zones, shelving, and bins.



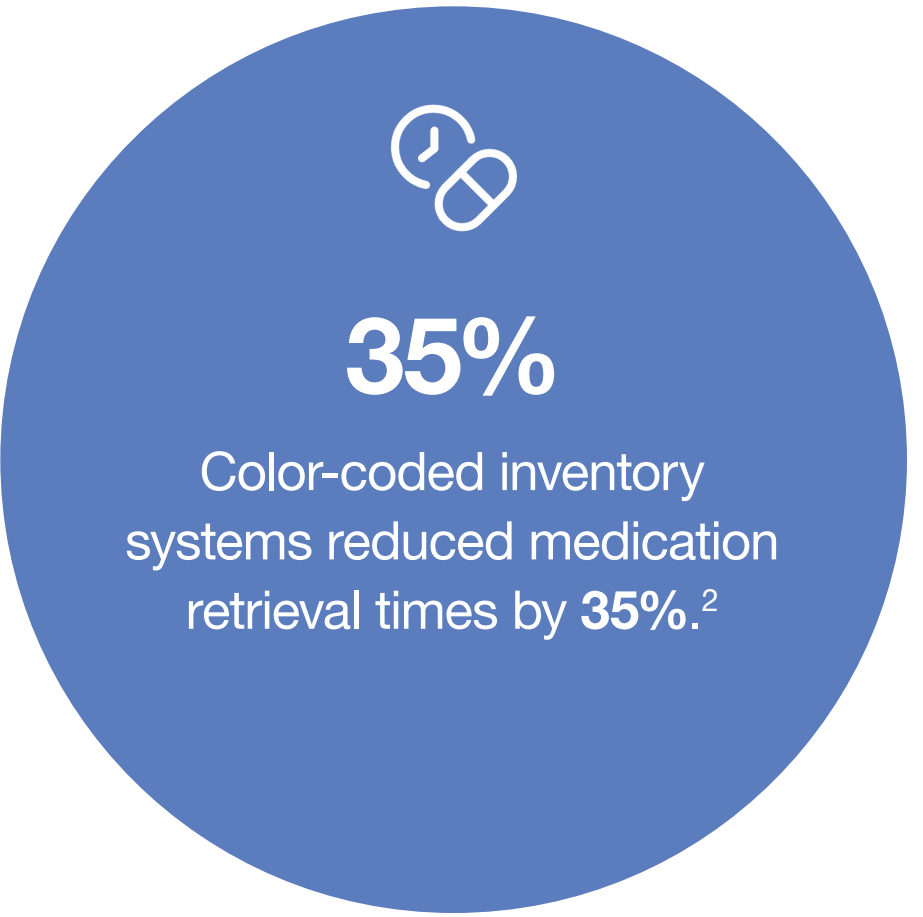
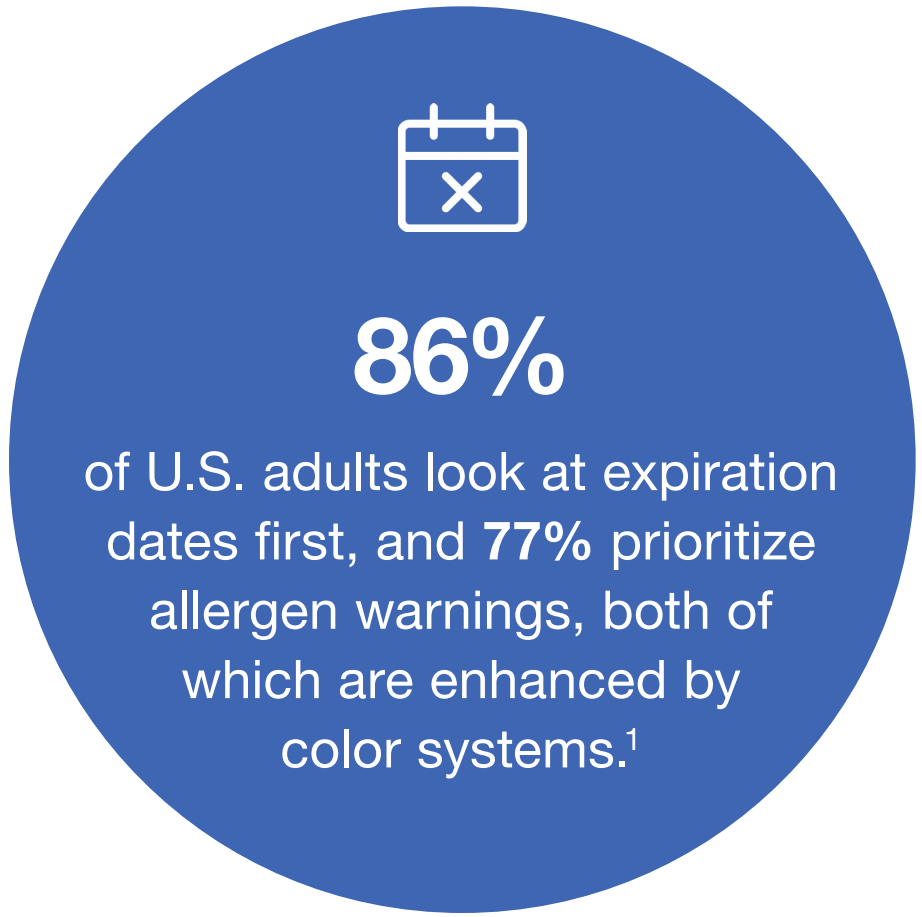
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Highlight important information with color to improve finding, sorting and differentiating labels, badges and products faster and more effectively.

04

Simplify Warnings and Safety Information

Color isn't just about aesthetics — it's a critical communication tool. Clear, standardized use of color can help convey essential warnings and safety information – especially important on food and medication labels for quick, easy visual cues.

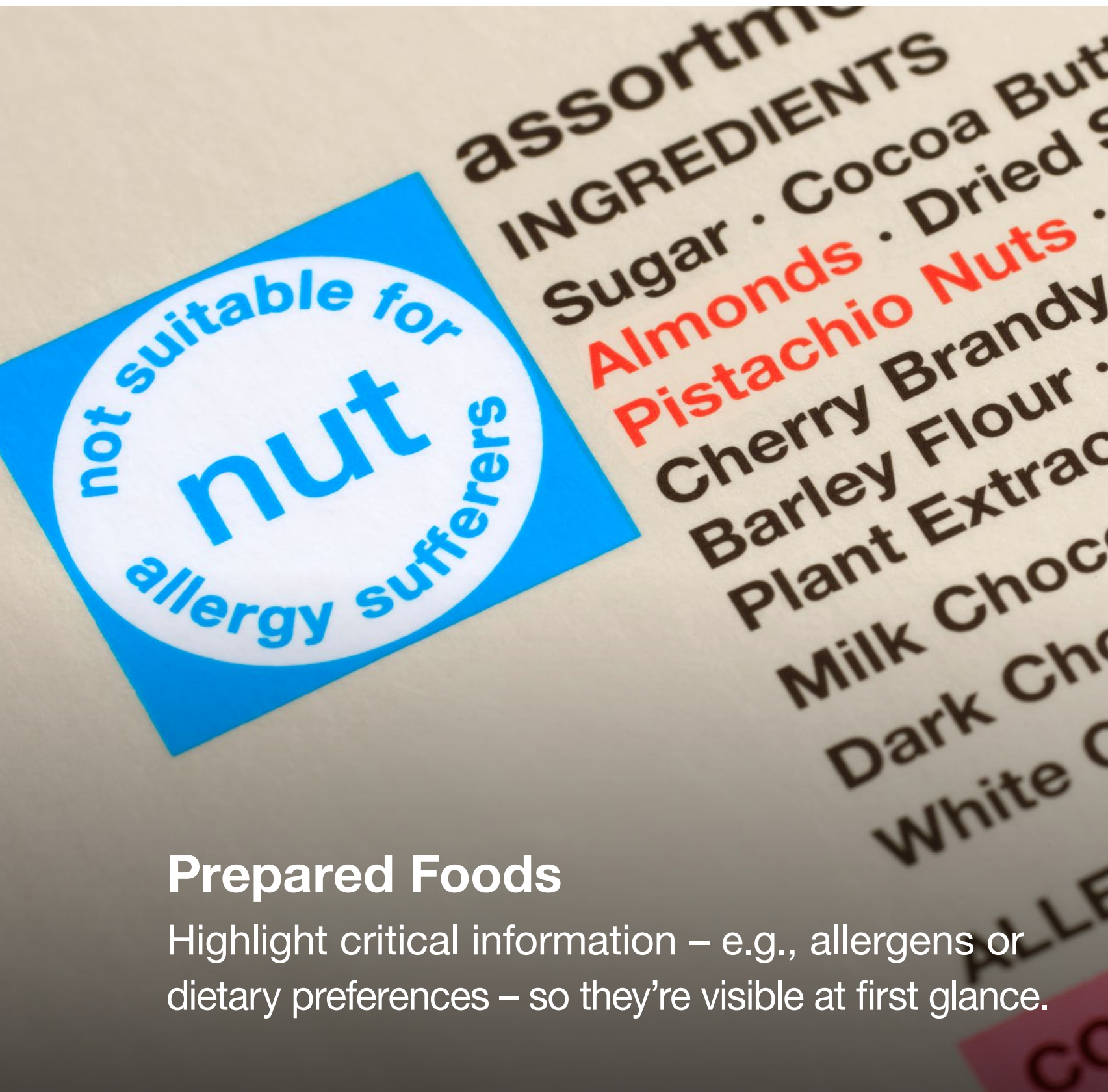


¹ NSF, NSF Research Shows Americans Demand Greater Clarity and Standardization in Food Labeling

² Ammar Abdulrahman Jairoun, Improving Efficiency in Hospital Pharmacy Systems: The Case for Color-Coded Zones for Rapidly Dispensed Medications



Use color to help ensure critical safety and regulatory information is seen, understood, and followed.



Prepared Foods

Highlight critical information – e.g., allergens or dietary preferences – so they're visible at first glance.



Medications

Make medication names, dosage levels, administration routes, or alert messages stand out.



GHS & Chemicals

Clearly communicate hazards and handling instructions for safety and compliance.

 **The ROI of Color** *Make important warning and safety cues easier to see at a glance to help mitigate risk.*



05

Optimize Operational Efficiency and Help Reduce Errors

From production lines to packaging stations, color-coded labels provide immediate, easy-to-recognize visual cues that help teams move fast and stay accurate. By integrating color into everyday processes, organizations can streamline workflows, minimize the need for manual checks, and reduce the likelihood of costly mistakes across product lines.



-40%

Visual management techniques that use color can **reduce process errors up to 40%**.¹



+24%

Visual color-coded information on picking locations accelerates search and retrieval tasks up to **24%**.²



99%

Warehouses with comprehensive visual tagging and color systems achieve as high as **99% picking accuracy rates**.³

¹ Lean Enterprise Institute, Visual Management: Making Problems Visible

² Dominic Loske, The Colors of Performance – Assessing the Impact of Color Coding on Worker Behavior in Retail Order Picking

³ IT In The Supply Chain, What Are the Best Practices for Implementing Inventory Tags In Your Warehouse?

Streamline workflows and minimize relabeling with color.



Warehouse & Logistics

Improve picking accuracy with color-coded labels for inventory categories.



To-Go Labels

Simplify kitchen workflows and minimize mix-ups and food waste.



Shipping Labels

Highlight shipping priorities to prevent misplaced or mishandled packages.



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Simplify sorting and picking with color-coding that can help reduce costly mistakes.



Epson ColorWorks printers not only make adding color to your labels easy, they also have other time and money-saving features, too.

- 1** Print only what's needed to reduce waste and storage costs. Test new designs and color variations without committing to large pre-printed runs.
- 2** Update labels instantly to reflect new regulations, seasonal promotions, or variable data.
- 3** Distributed printing means you can print labels where you apply them, to help reduce wait times and logistical costs.

You can do all of this in one easy step — printing full-color, variable-data labels on demand, with no need for pre-printed stock or overprinting.

EPSON®

Smart color. Simple process. Powerful results.

Color has always had the power to connect, clarify, and inspire — now, it's easier than ever to put that power to work for your brand or business.

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