

## PROFILE

**NAME:** West Four Group of Companies Inc.

**LOCATION:** Saskatoon, SK

**FOUNDED:** 1947

**WEBSITE:** [www.westfour.ca](http://www.westfour.ca)

## CHALLENGE

Implement a comprehensive color label printing solution that would complement and complete West Four's automated distribution centers.

## SOLUTION

By using Epson's ColorWorks<sup>®</sup> C7500G color label printers along with CYBRA Corporation's MarkMagic<sup>®</sup> Bar Code Labels, RFID Tags and Forms Software, West Four reinforced brand recognition, helped increase production efficiency, and simplified operations in the distribution centers.

# Moving to Color Labels in Manufacturing

## West Four Group of Companies builds a better distribution center with Epson ColorWorks Label Printers and CYBRA Software

"Our finished product needs to be the best, complete with our brand messaging and information that directly speaks to the customer," says Jay Fafard, executive vice president, West Four Group of Companies Inc. "And that can only be communicated with a color label. Black and white labels just won't cut it anymore."

West Four Group of Companies specializes in the manufacturing and distribution of residential and commercial hardware, including doors, frames and building specialties, and serves home builders, general contractors, renovators, and the public across western Canada.

"Our focus is on quality," says Fafard. "We want to make sure the products we release into the market are top notch. It's what our customers demand and expect."

### An Automated Solution

For help implementing a new color label solution that would better complement their fast-paced operations, West Four turned to their technology partner, [CYBRA](#), a company that has specialized in comprehensive AutoID software solutions since 1990, serving thousands of customers worldwide.

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CYBRA recommended the Epson color label printer. "The next day, the folks at Epson were at our office helping us learn more and working with our developers to create a native printer driver, ultimately merging our MarkMagic<sup>®</sup> Bar Code Labels, RFID Tags and Forms Software with the Epson ColorWorks C7500G," says Chuck Roskow, vice president of operations at CYBRA. "When we presented the combined solution to West Four, they absolutely loved it."

"We asked CYBRA to create a label for us to use on over a thousand products live in our database," says Fafard. "The label contained a 300 dpi full resolution image. After seeing the speed and output, we ordered the [ColorWorks C7500G](#) without hesitation."





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## Opening New Doors with Color

The Epson on-demand label printer has helped to truly automate and streamline operations in West Four’s distribution centers. With the C7500G, West Four is now able to print dynamic labels on demand – even specialty labels required for commercial and residential doors that range from as small as 3-inches wide and 18-inches tall and up.

Roskow notes that having color label capabilities at the point of printing is a breakthrough for West Four. Now, instead of ordering stock of color-only labels, then using a thermal printer to add black text to the pre-printed color labels, West Four is able to create custom, on-demand color-enhanced labels while also helping to reducing waste and saving on costs. “Why wouldn’t you use color to make your brand more visible in both the warehouse and the retail environment?” he asks.

Bringing on the C7500G has helped to improve and reinforce West Four’s brand recognition, as well as increase production efficiency and reduce errors in the distribution centers, ultimately streamlining and simplifying the printing process.

Fafard also testifies to the performance and reliability of the C7500G, calling it a game-changer. “It’s unbelievable how fast the printer is. We can print labels directly from our system that incorporate all of the information that the customer wants, including an image or diagram of the product, product dimensions and details, product number and UPC, as well as branding information. Even better, it’s automated, it prints right on the manufacturing line and the labels are applied to each product before it leaves the building.”

At the end of the day for West Four, it all comes down to quality. “We want to make sure we continue to work with vendors and manufacturers that care about quality and develop products that we stand behind,” says Fafard. “With Epson, we know we’re doing that.”



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