

White Paper



Objective

Simplifying and adding value to the label of plants or flowers.

Market

Nurseries, gardens, florists, botanical gardens and public parks.

Application

Printing PVC tags with or without technology indicating the name, origin of the plant, indications for care and price.

Solution

Complete solution consisting of thermographic printer, printing software with preloaded icons, kit consisting of different types of tags and printing ribbons.



CARDS FOR PLANTS!

When you buy a plant, you don't just buy an ornamental but something that you should take care of in the best possible way. The most important moment is at the purchase, when it is essential to define whether or not you will be able to care for the plant. Clear and detailed labels are the most suitable solution and by adding a QR code, with the link to an Internet page, the space available for information will be a lot.

With our solution, printing information tags, prices or plant passports will not only be very simple but will also be durable over time and with an attractive design.

Objectives

The main objectives we want to achieve with our solution are:

- Simplifying the customization of tags
- Enhancing the display of the products offered
- A single solution to customize multiple types of labels and plant passport
- Creating dynamic QR codes with more info
- Creating personalized greeting cards

A versatile solution

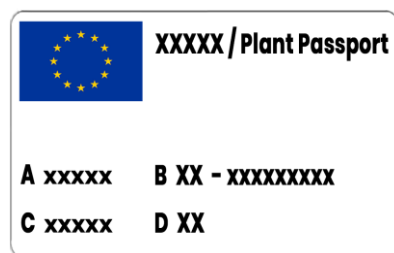
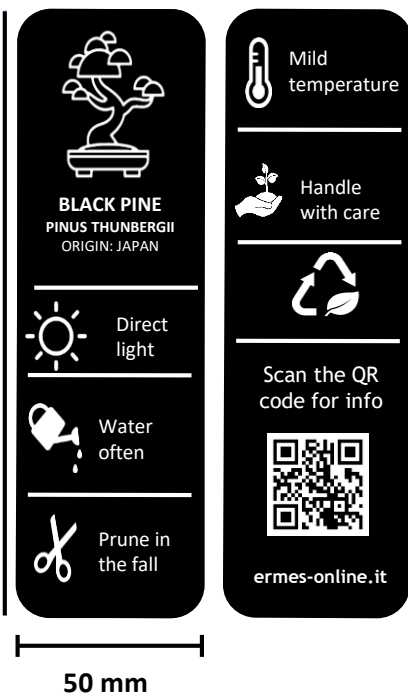
With our solution it is possible to customize different types of tags and have different colors: from white printing on a black background to color printing on a white background.

Thanks to the printing software, creation is simple and intuitive and you can use the layouts already created or make new ones.



«It is okay to send flowers, but don't let the flowers do the talking for you. Flowers have a limited vocabulary. The best flowers can say is that you remembered. But your words say the rest.» (Jim Rohn)

120 mm



How it works

The solution is very simple and intuitive, the printer is connected to a PC where the dedicated software will be installed and the tags are created. The card design can also be saved for subsequent prints. Our product portfolio allows you to choose from an entry level solution with which it is possible to print in black or white on standard credit card size or on tricards; an intermediate solution that allows you to print in color and on larger format cards, and finally a printer that allows you to print on standard colored cards, automatically on both sides.

Dedicated software

The software is designed to simplify the creation of tags as much as possible thanks to the icons and images already preloaded. You can use graphics that have already been set or create new ones by choosing the size of the card from those available. It is possible to connect an Excel database for automatic printing of variable data as in the case of the creation of the «plant passport».

Advantages



Flexibility

The instant issue of labels allows you to communicate new product and promotions. It is possible to print on different formats of PVC labels.



Brand visibility

Create attractive, harmonious and resistant labels, improving the brand image with professional labels.



Time savings

Print labels in seconds, easy to clean and resistant to water and atmospheric agents.



Clear information

Provide all the information your customer needs.



Compliant with current regulations

Each product needs to have visible labels showing all the indications of the plant.

Are you interested in this solution? Contact us