



COLORDYNE MEDIA CONTACT

Taylor Buckthorpe
Colordyne Technologies
262-784-1932 x200
taylor@colordynetech.com

FOR IMMEDIATE RELEASE

MCFADDIN MARKETING TAKES CONTROL WITH COLORDYNE 3600 SERIES LASER PRO

BROOKFIELD, WI – January 26, 2017 – McFaddin Marketing installs Colordyne’s 3600 Series Laser Pro, expanding its versatility and product offerings. The acquisition of this digital press with in-line finishing provides McFaddin the necessary equipment to meet client requests, reduce costs and increase the production capabilities of its printing business.



McFaddin Marketing is a total marketing solutions provider of brand services, partnership marketing, graphic design and photography, digital labels and signage, and wide format graphics primarily for the hospitality and adult beverage industries. Prior to the Colordyne installation, McFaddin used a benchtop digital label solution. Limited by the benchtop’s capacity and speed, it outsourced long-run jobs to a local print provider. As business grew, McFaddin was challenged by managing label procurement and meeting customer delivery times.

“Outsourcing our long-run jobs left us with little control,” said Megan Martin, President of McFaddin Marketing. “We maintained a large pre-printed label inventory, but frequently found ourselves with an abundance of unusable product, whether due to design changes from our customers or new regulatory requirements from the FDA, which is common when dealing with food and beverage packaging. At other times, we would run out of certain labels due to increased demand and were forced to backorder these items, sometimes for up to three weeks. We pride ourselves on being able to react quickly to customer requests, and were not able to meet the growing needs of our customers in today’s fast-paced market.”

McFaddin installed the Colordyne 3600 Series Laser Pro digital printing system in its Kentucky-based headquarters. This installation allows McFaddin to run its label printing just-in-time, reducing its pre-printed label inventory – which numbered in the hundreds of thousands – by 75 percent. McFaddin found the Colordyne digital solution increased the quality, versatility and range of label applications it was able to print, all while reducing costs from obsolete inventory.



www.colordynetech.com



“Having digital printing in-house allows us to be more versatile and meet any challenge our client brings us,” said John Martin, VP of Finance at McFaddin Marketing. “Specifically with our new finishing and laser die cutting capabilities, we can approach applications we could never have done in the past. For example, we are now able to do freezer applications and laser cut items like large band labels that seal salad containers.”



The Colordyne 3600 Series Laser Pro digital inkjet printing system is part of Colordyne’s Production Class platforms. The Laser Pro is a turnkey water-based inkjet printing solution that allows companies to be more responsive to the growing trend of personalization in packaging. With the customizable in-line finishing options available on the Laser Pro digital printer, users can laminate, varnish and laser die cut to create custom short-run labels on-demand.

“A huge driver in our decision was working with a company who valued our relationship and gave the same back in return,” said Megan Martin. “With other companies, we never felt we got the level of attention we received from Colordyne. Almost one year into owning the Laser Pro and it continues to be a valuable asset, and Colordyne’s great service has proven to us again and again why we chose them.”

“It’s exciting to work with a company that not only understands the value of personalization in today’s market, but designs, produces and delivers it to their customers in the form of labels and packaging,” said Taylor Buckthorpe, Director of Market Development at Colordyne Technologies. “I look forward to the creative campaigns and new ideas that McFaddin will bring to the market with our technology.”

###

About Colordyne Technologies

Headquartered in Brookfield, WI, Colordyne Technologies is a leading manufacturer of efficient, high resolution digital print solutions powered by Memjet technologies. Since 2011, Colordyne has been committed to providing label and tag color on-demand inkjet printers for a wide range of applications and industries at breakthrough speeds and cost effectiveness. Colordyne’s wide range of digital color platforms—from benchtop industrial color printers to complete, in-line finishing production presses—demonstrate Colordyne’s specialization in scalability of the industry’s most versatile products. Visit www.colordynetech.com for additional information.



www.colordynetech.com