

Company:

Dodson & Horrell is a family owned business and have been manufacturing food products for animals in the UK for over 60 years.

All cereals used in their feeds are supplied by local farmers and are grown to strict specifications.

Dodson & Horrell only use ingredients in their horse feeds that are non-genetically modified. Dodson & Horrell are the only company to guarantee their entire range of feeds, supplements and herbal products are free from prohibited substances.

Challenge:

Dodson had two thermal transfer printers, printing black print onto either blank or pre-printed labels. Dodson required a reliable colour printing solution to meet their customer's requests for a better quality print and to enforce effective branding so that their products stand out well against their competition.

Solution:

AM Labels sourced a full colour printing solution including a VIP VP2020 colour inkjet printer, ink cartridges and fan folded labels. This allowed Dodson to provide a better quality customised label for each customer which improved the branding. AM Labels fully installed the printer at Dodson's site and provided training to the operators including maintenance of the printer and setup of a label design.

Key Benefits:

- Full colour print, better branding for customers
- Reduces need to hold different pre-printed labels in stock
- Easy to operate
- The fan folded labels supplied are quicker to apply in the warehouse (compared to sheet labels)



"The printer is very reliable and has exceeded our customer's branding requirements. Our customers are extremely happy with the results."

Sal Burgess, Goldline Feeds (Division of Dodson & Horrell)



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