



Case Study: Monin Gourmet Syrups

Look behind the bar at your favorite coffee shop or tavern, and you've seen Monin, a syrup that adds delicious flavors to make your drinks extra sweet and tasty.

With over 100 years of history, Monin has international presence and currently produces over 140 different gourmet flavorings for cocktails, coffee, smoothies, and sauce.

Behind the scenes, Monin was looking to streamline their label printing process. Zeno first provided Monin with office copiers, and a few years later Monin wanted to address problems they were having with their label manufacturer. As they considered moving printing in-house, Monin asked Zeno for advice on an efficient way to print labels.

The Problem

Monin's biggest problem boiled down to excessive waste.

They were printing labels at an outside facility that required them to produce a minimum quantity of 5,000 for each label. Often, they tested small batches of new flavors and if that flavor was unsuccessful, those excess labels had to be thrown away.

To compound their problems, changing FDA requirements frequently rendered their back-of-bottle labels obsolete as well. With no way to effectively produce small test runs for new flavors or small runs of custom labels, the waste cost was becoming excessive. Monin needed a new way of printing to maximize efficiency without relying on an outside vendor's schedule.





Our Solution

Zeno took an in-depth look at Monin's problem and worked hand-in-hand with them to find a solution that would move production in-house.

Through ROI analysis and label testing, Zeno determined that labels produced on both of Xerox's production color platforms – the iGen and the Color Press – were compatible with Monin's current manufacturing line. Further analysis showed that the Color Press provided a better ROI due to the reduced equipment cost. The Color Press was then put into place at Monin and printing began in-house.

The new printer was only a part of the solution. Monin's unique bottles require a specific label shape. Zeno researched and tested potential die cutters, until we were able to recommend a Rollem Delta 3 Die Cutter to provide the perfect round corner cutting for the Monin labels.

The printer and die cutter solution meant that Monin could bring label manufacturing fully in-house, reducing excessive waste and improving overall efficiency.





Key Takeaways

With Zeno's help, Monin was able to turn a problem into a promising new solution.

Monin adapted to a Just-In-Time manufacturing process for labels which cuts down on inventory and eliminates waste. They are now able to produce labels based on a weekly schedule. As of the six month review of their new process, Monin is seeing continued success.

If your company is in need of a new printing process or equipment, we can help you too. Our free print technology assessment takes a complete look at your business to identify opportunities for improvement through managed print services and new machines.

Request a Free Technology Assessment

See how you can manage your print fleet like never before. Your request will be reviewed by our experienced sales staff and a consultant will contact you to set up an initial appointment – no strings attached.

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