

Enhance your design and protect your brand with HP Indigo digital features

The challenge:

Slender Living is a health and wellness company from South Africa that has seen a drop in sales from 10,000 units a month to 2,000 units only, due to a wave of fraudulent products sold on one of the largest and most popular South African e-commerce websites.

The solution:

Labels were printed on a 6800 HP Indigo Digital Press using the HP SmartStream Designer, each containing a variable data number that consumers can check online to verify that their product is authentic .

Thanks to HP Mosaic Software, every lid was unique!

To make counterfeiting even harder, Silver ElectroInk was also printed on the shrink sleeves.

The results:

Slender Living product sales immediately picked up after the relaunch, and are climbing steadily every month. They are expected to resume their pre-crisis levels within 2 months.

Press	Convertor	Trend	Inks	Media
HP Indigo WS6800	Minit Print	Brand Protection	CMYK+Silver ElectroInk	Polyprop clear and Polyprop Silver

