

Personalized wine bottle label generates
over 25 percent repeat customers.

APIX Co., Ltd.



“Sense 121” Personalized
Bottle Label

Best-of-the-Best Program
Winner—Digital Packaging
and Printers’ Choice

Xerox Premier Partners
Global Network



One in four first-time buyers repurchases custom wine bottle.

With the desire to show their capability in printing variable data, APIX Co., Ltd., created a customized wine bottle label. Not only was their client happy, but the client's customers were beyond satisfied. Along with direct positive feedback on their website, 25.7 percent of first-time buyers bought another bottle and APIX's new business expanded.

Challenge

Because APIX primarily focuses on B2B business, it was a challenge for the company to demonstrate their technological capabilities in the Business to Consumer space to their clients. With the intention of showcasing their ability to print variable data, APIX set out to create a personalized gift package.

Solution

APIX created a personalized bottle label for TAMBA WINE and Kotobuke Brewing called "Sense 121." Customers can create a personal gift of wine or sake with an original label and package from a choice of 116 different design templates by logging into a web-to-print e-commerce site. In addition to the bottle label, cards and personalized wrapping paper are provided so that the packaging of the box is coordinated with the label.

Using unique 1:1 personalization, a customer can insert their name, personal message and photos, and choose a font and the desired language. This information is automatically saved into the database where the APIX creative team can retrieve the text and create the materials.

Because they wanted impressive color quality and to use traditional Japanese paper, the application was printed on the Xerox® 700 Digital Color Press paired with Xerox® PX700 Print Server. It was then cut using an APC-48 machine. For best results,

Fuji Xerox helped APIX partner with C3 Design, an independent marketing and design company.

"Fuji Xerox helped us achieve these results and share our success story. We have strengthened our partnership with them through Xerox Premier Partners Global Network activities."

—Emiri Shigematsu, Director

Results

It was clear to APIX that their clients, and their end customers, were satisfied. Not only did they receive positive feedback, but one in four first-time buyers repurchased the custom bottle. Customers were happy because the product was so unique to them, resulting in high customer evaluation marks.

The custom labels led to an increase in sales and a good relationship with individual and corporate clients, as well as repeat customers. By using the streamlined workflow, APIX was able to automate much of the process and improve their productivity.

APIX Co., Ltd.

APIX is a print service provider located in Japan with a focus on B2B short-run digital printing. The company has been partnering with Fuji Xerox for over 50 years and is a part of the Xerox Premier Partners Global Network.

apix.co.jp
sense121.com

At the time of the launch, the application was promoted with a press release and Facebook posts. Project materials are now used for marketing seasonal and festive gifts. This led to the use of "Sense 121" at a high-end golf event and APIX has been entrusted to create a commemorative gift for future events.

APIX continues to educate employees about these personalized projects by regularly hosting internal label design contests. On the customer side, the company also uploads and features current customer feedback on their website.