

# APIX Spurs Growth With New Business for Customised Bottle Labels

APIX Co., Ltd.



## “Multilingual Customised Package”

Best-of-the-Best Award Winner – Digital Packaging  
Xerox Premier Partners Global Network

APIX provides document-related services that boost business performance and operational efficiency, including digital and offset printing, fulfilment and business process outsourcing. The company was founded in 1920 and is based in Osaka, Japan.

[apix.co.jp](http://apix.co.jp)

“Our customised labels are a great example of how digital printing can surprise and delight customers – and of how we plan to grow our business by developing unique products and services.”

– Emiri Shigematsu, Director, APIX

## APIX Co., Ltd. – “Multilingual Customised Package”

Building on its successful online sales of sake and wine with personalised labels and packaging, APIX established a business for water bottles with customised labels for use at trade shows and other events. The new offerings are contributing to the company’s 10% annual growth in overall business, enabling APIX to maintain market leadership without competing on price.

### Challenge

Several years ago, APIX launched a successful online store that sells sake and wine with personalised labels and packages ([www.sense121.com](http://www.sense121.com)). That business has helped the company maintain its market leadership while avoiding commodity pricing battles – and it was recognised with a Best-of-the-Best award in 2013. More recently, APIX built upon its sake and wine business experience by developing a similarly high-valued, labelled product – personalised and customised bottles of water and other beverages for use as gifts to attendees at trade shows, business seminars and other occasions.

### Solution

Production of custom labelled bottles begins when APIX receives an order. The labels are custom designed in Adobe® InDesign® to reflect the nature of the occasion where they will be used and to incorporate customised messages and greetings, sometimes in multiple languages. The labels are output on 110K coated paper and printed on a Xerox® Colour 800 Press with a Xerox® FreeFlow® Print Server and using Xerox® MatchAssure for colour management. The printed labels are then die-cut and affixed to a plastic bottle for delivery to mineral water provider Aso-Brand Spring Water, or to other suppliers for sports drinks. Among the ways APIX has promoted the business: by offering the bottles as a self-promotion when it exhibits at trade shows.

### Results

The new business is succeeding, further enabling APIX to maintain market leadership without competing on price. Interest in the bottle products was so high at a recent trade show that 200 of the 600 APIX booth visitors signed up to learn more. APIX is forecasting annual revenues of \$200,000 from the new business, contributing to 5% year-over-year growth in digital printing, 10% in the overall business. Customers find the customised bottles effectively promote their brands while surprising and pleasing their customers.

High-profile customers have included the Tokyo Olympic Games, which created bottles greeting visitors in 10 languages. APIX plans to enhance the products by enabling customers to design their own labels on the website where they place orders.