

Wild As The Wind chooses Epson's C4000 to better product labelling!

ERS
Effective Barcode Solutions



Long-term durability and compliant cosmetics labels were a must...

Wild As The Wind | Essential Oils UK and more!

Wild As The Wind produce the finest quality essential and facial oils in the UK along with a range of highly acclaimed natural skincare products at affordable prices; but where did it all begin, and how did it come to pass that Rachel Wild (owner), needed our expert advice at ERS, Electronic Reading Systems Ltd?

Where it all started for Wild As The Wind.

Back in the early 1990's Rachel, who had been a professional healthcare writer for many years, visited South India for the Trade Not Aid arm of the Body Shop to set up projects. It was then that it came to her; the idea to take a more intimate and proactive approach to healthcare information. Rachel knew that having a business that would allow her to make a positive change in people's lives was something she needed and wanted to do. Fast forward to 2017 and Wild As The Wind, a skincare brand, essential oils UK and facial oils UK retailer was launched, and they are situated in the beautiful rural setting of Somerset.

As the company has developed, so has their extensive product range. Wild As The Wind now stock a ...

“ I would heartily recommend ERS to anyone who will listen!

..variety of nutrient boosting, detoxification clays, and Healing Herbs Bach Flower Remedies, with more plans to expand in the future.

What solution was required from ERS?

With an ever-growing outstanding product range, Wild As The Wind needed a labelling solution that could produce high-quality prints that matched the same standards of the products themselves. Creating better essential oil labels was in fact the primary driver behind wanting to bring label printing in-house along with having the flexibility to print on demand and amend the labels as and when required to keep up with regulations.

Wild As The Wind has earned an excellent reputation for two keys reasons: not only the exceptional product quality but the exemplary customer care levels too. All the products and ingredients in the proprietary range are sourced from multi-generational family businesses, with incredible levels of in-house knowledge and integrity, some of which have been operative since the 1800's. This approach to sourcing from only the best has allowed Wild As The Wind to excel in their industry. When, looking for a colour label printer...

The label standard had to match the product quality!

...Rachel wanted to reflect this as much as possible. It was understood that finding a technology provider that could deliver on all counts was going to be difficult. Cosmetic labels are heavily regulated. This meant there was a need to find a vendor that could not only supply the required high-spec hardware and software, but also could offer the extensive range of print stock and media that is fully compliant. Wild As The Wind products needed die cut labels to achieve the finish required. At ERS, we were the obvious choice for Rachel, she said, "It was clear from the outset that ERS values, and business approach, are completely in alignment with that of Wild As The Wind."

Why did the essential oil labels need changing?

Previously, the business had a problem with essential oil label depreciation over time. Essential oils, whilst delicate and profoundly beneficial, also have the power to decimate all manner of printed material. Long-term durability of the essential oil labels was highlighted as an issue by customers which is another reason why an in-house solution was required. It is likely that Wild As The Wind lost customers over that issue in the past. But now, Rachel feels confident with the correct colour label printer in place, that this will help expand her customer base.

"ERS Ltd aced it on all counts."

Rachel spent over a year researching and speaking with multiple providers however they all fell by the wayside in the process.

"There wasn't another label printer company like ERS." The others all lacked the dedication and focus needed, and, by contrast, this was instantly apparent. My account manager immediately recognised all the many facets of the complex...

Wild As The Wind requirement. Listened in an engaged way, and problem solved as though it was second nature. I felt so supported from the get-go. Every interaction instilled me with confidence. I knew I had found a complete gem. ERS Ltd has faultlessly delivered on all counts, and the results speak for themselves. Wild As The Wind now has labels that truly represent the quality of the products."

The final decision.

Rachel decided to go with an Epson C4000 ColorWorks label printer for her business. The colour printer is now used daily to fulfil online purchases to order. With the C4000 all set up, Rachel's found the process to be effortless and efficient.



ERS offered ongoing support and input along from the point of initial contact, through to the set-up of the colour label printer, answering any questions Rachel had along the way.

Along with the benefits noted above, Wild As The Wind now anticipate improved customer retention and a greater willingness amongst customers for referrals.



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