

Case Study

LETTERBOX L COCKTAILS

A fresh twist on bottle labelling

Letterbox Cocktails, a fast-growing Bedfordshire drinks brand, turned to **Electronic Reading Systems (ERS)** when rising demand made **in-house label production** essential.

Keep reading to see how **ERS** used the **ColorWorks C4000** to create a **dependable, flexible label-printing setup** that now supports their daily production and future growth.



Background

Letterbox Cocktails is an award-winning drinks brand based in Bedfordshire and led by Jennie Baylis.

They craft a premium range of cocktails delivered directly to customers' doors, with a reputation for top-tier quality.



Challenge

As a growing business, Letterbox Cocktails was struggling to keep up with demand due to the use of pre-printed label sheets.

It was clear that they required an in-house labelling solution that could maintain brand consistency, whilst handling the realities of a liquid product.

Their key requirements included:

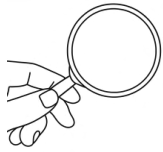
- **Accurate colour reproduction** to protect brand identity.
- **Water-resistant labels and inks** suitable for bottles stored, handled, and transported in varied conditions.
- **Precise label sizes** to match their bottle design.
- **Durability and adaptability**, including the ability to lift and reapply labels during production.
- **Flexibility** with designing labels when information needed to be updated, or new products were launched.

Timing was critical. With Christmas approaching, they needed a complete solution installed and tested before December.

Solution

Mark, ERS' Account Manager, worked closely with Jennie through a structured, hands-on process designed to remove uncertainty and ensure the final setup was perfect for their production environment.

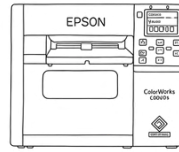
How ERS delivered the solution



Audit and
Product
Exploration



Label Samples
With Customer
Artwork



On-site
Product
Demonstration



Label Paper
Stock Material
Testing



Technical
Guidance and
Support

This collaborative process made it clear that one colour label printer stood out—the **Epson ColorWorks C4000**.

Why ERS recommended the C4000

The **Epson ColorWorks C4000** offered the ideal combination of print quality, durability, and affordability for a growing consumer brand.

- **Crisp, consistent colour quality** - perfect for product labels.
- **Durable inks** that resisted water and smudging, which was important considering the product type.
- **Flexible software and media compatibility**, which allows Letterbox Cocktails to experiment with label designs and materials.
- **Cost-effective in-house production**, eliminating the need for pre-printed labels and reducing lead times.

Since its launch in 2022, the **C4000** has consistently proven to be the best product branding label printer for small businesses.

ColorWorks C4000
Desktop Colour
Label Printer



Results

With the **Epson C4000** installed and supported by ERS, Letterbox Cocktails now enjoys a streamlined, reliable, and flexible bottle labelling process.

Benefits achieved

- **On-demand** colour label printing for any product, any time.
- **Consistent brand colour** across all batches.
- **Faster production** ahead of peak seasons, especially Christmas.
- **Creative flexibility**, meaning that designs could be changed or updated at a moment's notice.

Jennie was even able to enhance her gift product range thanks to the custom design features, giving her the freedom to offer personalised drink labels.

Visit [Letterbox Cocktails' website](#) to see the labels in-action.

[Learn more about the ColorWorks C4000](#)



“Absolutely essential for production...”

...The new setup has streamlined our labelling process and ensured we are ready to meet customer demand”

After her first purchase with us, we invited Jennie to join our [ColorWorks Tree Planting Day](#). Here's what she had to say:

“We didn't expect that anything else would come of our purchase ... but it's nice to build a community and relationship with a local business”

Explore the [ERS & Epson ColorWorks Tree Planting scheme](#).



Jennie Bayliss

Founder and Owner
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