

CaJohns counts on Boehm for fiery labels

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When you're selling a line of hot sauces and salsas so fiery hot you label them CaBoom!, you need a label printer fast enough and flexible enough to keep up with you. That's why CaJohns Fiery Foods chose Boehm Inc. to be its printer.



"The hot sauce industry is label-driven; the sales depend on the labels rather than what's in the bottle," said CaJohns founder John Hard. "So the right label is key to marketing success. Boehm's capabilities let us be as flexible as we need to be. Digital printing means there's no big up-front investment. We can do a short run of labels to see if a product works, and they can keep up with our usual two- or three-week concept-to-market schedule."

CaJohns counts on Boehm to quickly and inexpensively turn out fiery labels for more than 180 different items, including "America's Most Awarded Salsas" and hot sauces such as the "Kiss of Fire XXX Hot." Visit CaJohns at www.cajohns.com.

Boehm can meet the needs for both short- and long-run labels with its flexo label capabilities. Boehm can provide labels on various mediums with bar codes, consecutive

Short-run, full-color, fast turnaround label printing by Boehm is helping CaJohns Fiery Foods turn a hobby business into one of America's fastest-growing gourmet picante sauce and salsa producers. Boehm specializes in the next level of visual communications from digital to flexo and screen label printing, RFID, bar codes, film, tags, statics, UL, thermal transfers, numbered, over-lamination, piggybacks, sheeted and roll and die cutting in line. Call (614) 875-9010 or visit www.boehminc.com. Boehm is a 100 percent employee-owned company.

numbering, sheeted, rolls, eight colors and die cut in line.

Best known for its sales and service of VideoJet's Marsh line of coding and marking equipment for the manufacturing, food and secondary packaging industries, Boehm continues to expand its full-color printing capabilities.

Digital printing is just another example of Boehm's ability to simplify, speed up, streamline, shorten, un-complicate and generally make labeling, marking and coding more practical, efficient and value-oriented for any company.

Boehm is ISO 9001:2000 certified, which is the international standard for quality assurance and improvement aimed primarily at achieving both internal and external customer satisfaction. Call (614) 875-9010 or visit www.boehminc.com.