





Order as few as 50 labels... Ready within 48 hours!

Waterproof & Smudgeproof

Select from Gloss or Smooth Matt finish

Lack of competition... High demand

Cash in on one of the most powerful, profitable and secure home based business opportunities available today.

There's nothing like running a **highly profitable business** from the comfort of your own home.

But the down side about most home based businesses is that there are very few genuine home based businesses around where you can in fact make a large, secure and reliable income.

Short Run Labels has changed that! Short Run Labels is a highly profitable home based business where you can literally start to **generate cash flow from day one!**

Why Short Run labels?

When you find a product that is in **huge demand but has little or no suppl**, you're on an exciting track to a rapidly growing business with a product that is in **very high demand**.

The Short Run Labels business is about printing **high quality, commercial grade labels in short runs...** and the best part about it is that you **do it from the comfort of your own home**.

Until now whenever a business needed to print high quality labels, they needed to order quantities of at least 1,000 labels. Then on top of that they need to pay for plate and film set up charges as the printing machines need these to print the labels. And the more colours you have on your labels, the more film charges you get hit with.

If you only need labels for 1 product, then this option could work for you. But what happens when you have a range of 10, 20 or 30 products. You would be up for \$8,000 to \$25,000 in charges just to print the minimums and the film set up charges for your first order.

This is why Short Run Labels is exciting. Short Run Labels are unbeatable on quantities of 50 to 1,000 labels. With Short Run Labels a client can order as few as just 50 labels with a minimum order total order value of \$150.

This means that a business that may have 10, 20, 30 or more products can afford to have professional, waterproof, full colour labels printed for all their products.

This is an industry first thanks to the latest in digital printing technology. Technology that is affordable and compact. So compact that all you need is a small bedroom or a small part of your garage to operate this highly profitable business from.





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Who would order from Short Run Labels?

Here's a real life example...

A couple make their own skin care product range from home.

They have 14 products in their range and they sell on weekends at the local markets. The presentation of their products looked cheap because they printed cheap looking labels on their inkjet printer.

They didn't get professional product labels printed because it was simply too expensive to order 1,000 labels x 14 varieties... that's a total of 14,000 labels!

Then one day at their local market they received a post card sized brochure from Short Run Labels. They immediately knew this is what they have been searching for. They were excited that they could finally order full colour, professional looking labels in such low quantities.

So they looked up the details on the Short Run labels web site and ordered their labels. Their first order was \$330 and since then they're continually expanding their product range and ordering more labels. Their sales have also increased.

Total Order = \$330.

Cost = \$49.50

Profit = \$280.50

Here's another example...

A company manufacturing food products for the consumer market prints labels in high volume for their products. But they're in a market where they need to keep market testing new products. But the problem with testing new products is the high cost because of the high minimum quantities required and all the set up costs for new labels.

Then one day they received a post card sized brochure from Short Run Labels. They were excited that they could finally test a wide range of products on an ongoing basis by being able to print the number of labels they needed without all the expensive set up costs.

So they placed an order to see what the quality of the labels were like. Their first order was for just over \$800. They received their first order of labels and were impressed and amazed with the quality of the labels. They said that the labels looked far better than the high volume labels they have printed. In the first 4 weeks of ordering with Short Run labels they ordered over \$4,000 in labels.

We could list countless examples of how much people love Short Run Labels. Why? Because we're providing something that so many businesses need, but no one's providing the service at such a competitive price.

The Short Run Labels business is not like other printing business. With most businesses you have to go out and 'sell' your product. But with the Short Run Labels product there's actually **NO selling**. That's because what **we provide is a 'needs' based product**. Businesses either need it or they don't. And if they need it, they're excited about what you have to offer because they can't get it anywhere





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How does this business work?

As a Short Run Labels producer/distributor, you will have your own label printing & finishing machines which you will operate from your premises. That's right, you make the labels! **And yes, it's easy...** we'll train you how to make the labels and **you'll be amazed at how easy this technology is to operate.**

There are 2 parts to the business...

1. Receiving orders from clients.
2. Making the labels.

Receiving orders from clients:

Getting orders is easy. That's because unlike most businesses we don't really have any competition. And it's not something we need to convince people that they need. That's because many businesses want to be able to get labels printed in short runs that are affordable.

You'll get new clients from a distributing Short Run Labels post card sized brochures through industrial areas, from Short Run Labels ads and Short Run Labels mail outs to targeted industries. You'll also get clients from our extensive online campaigns.

And once you have a new client, they'll continue to reorder on a regular basis. Businesses that order labels for products they sell are a constant source of orders as they require labels for their products.





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Making the labels...

There are 2 parts to the equipment. The Label Printer and the Label Finisher.

The Label printer prints the labels onto a label roll. Once the labels are printed onto the label roll, the printed roll is then put onto the Label Finisher where it applies the gloss or matt laminate onto the label, then die cuts each label to the exact size and shape required and finally removes the excess die cut label and rolls the printed and die cut labels onto a roll.

The entire printing system is quick and easy to operate because it's the very latest in digital printing. There are no plates or film required to print labels. Instead the labels are printed straight from your computer. You open the file on your computer and print straight from the file in the software provided with the system.

This business is so easy to do and operate that there are really no special skills required. You don't need to be a computer or graphics expert and you don't even need to know how to sell.

We'll teach you everything you need to know.



Labels are printed, then laminated



Labels are digitally precision cut



Excess label is removed and printed label wound onto roll





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How much income can I make?

Your income is only limited by the physical capacity in making the labels. For an average day your capacity is about \$2,000 to \$3,000 a day in orders. So based on a 5 day week that gives you an income of \$10,000 to \$15,000 a week in income or \$520,000 to \$780,000 a year. Your margin is on average approx 75%. So your gross profit on \$10,000 a week is about \$7,500 and on a year your gross profit would be about \$390,000 or \$585,000 on \$15,000 a week.

The cost of materials is about 18% of the standard price. You can achieve greater margins by taking advantage of special deals on label rolls and ink.

How fast your income grows is up to you. The more active you are in dropping off promotional post cards to businesses and doing other promotional activities, the faster your business and income will grow.

In the first 4 weeks the following was done:

- 1 small mail out to industry targeted businesses.
- 3 hours of dropping promotional Short Run Label post cards in a local industrial area.
- Promotional post cards dropped at the stalls of 4 small local markets.

The result... \$5,789 in orders. That's just the first 4 weeks of setting up the machines, getting trained etc. All of those customers will continue to reorder on a regular basis.

That's an example with a very small marketing effort. In reality as you build your business as a full time business and you're diligently working on building your business, you'll see growth in new business in direct relation to the effort and hours you put into promoting your business.

What do I need to be a Short Run Label producer/distributor?

As a Short Run Label licensed producer/distributor you'll have your very own exclusive territory. This means that all orders and enquiries from your area are exclusively yours.

The Short Run Labels business package includes just about everything you need to get started. This includes the label printing and finishing system, PC, Equipment rack, Territory License and many other items you need to start.

You'll also get 5,000 promotional post cards, a database of businesses in your area who use labels like food & cosmetics manufacturers and a host of other promotional items to help you start generating business from day one.

The only other things you'll need are a mobile phone, internet access and either Adobe Illustrator or the Adobe subscription.

The complete business is available on a \$1,250 monthly on a rental plan.

That's a complete business set up which you can operate from your home, generating cashflow from day one.

You don't need any special sales skills or any other specialised skills.

We have a simple method of generating new business that anyone can do.

And we provide comprehensive training. The equipment is easy to use and easy to learn.





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Industries that have a demand for labels in short runs...

Skin Care
Hair Care
Cosmetics
Food
Honey
Jam
Coffee
Industrial
Boxed Products

Bagged products
School Stickers
ID Stickers
Candles
Beer
Wine
Water
Weddings
Literally anything!

The use of labels is so wide and varied, the opportunity is limitless.

Who's your potential client?

Who needs labels? Who wants labels in short runs? Who wants labels without the expensive plate and film set up charges? Who wants a small run of labels over a large product range? Whoever needs high quality labels in short runs, Short Run Labels is for them.

Short Run Labels are waterproof & smudge proof.

Clients can have labels in full colour at no extra cost. Whether they have 1 colour or full colour, the cost is the same. And there are no plate or film charges.

The client can also choose between a matt finish or gloss finish laminate. All at the same low price!

And finally the client can have the label of their size and shape. With traditional printing the clients has to settle for the sizes the printer has available otherwise they have to pay for very, very expensive dies to get made. But with Short Run Labels the client can select the exact size and even shape to suit them. That's because the machines we use digitally die cut each label exactly as we want them.

No Expensive cutting dies required. The computer tells the machine how to cut the label.





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FAQ's

I don't have any graphics experience or knowledge. How do I know what to do with the artwork files the client supplies?

When a client supplies a new job for printing, our graphics artists will set up the file for you ready to print. The clients' artwork file comes to us, we set it up and electronically forward it to you so it's ready to print. You won't ever need to become a graphics expert.

What happens if the client needs artwork designed?

No problem, our graphics designers can do it for them. We've removed the complicated parts of graphics design and made it easy and affordable for clients.

What experience or knowledge do I need to run this business?

You don't need any special experience or knowledge other than the basics of how to work a computer. We'll teach you everything you need to know. All you need to bring is some basic common sense and a good work ethic. This digital label printing system is that easy to use!

Can I set my own prices?

We set the suggested selling prices however you are able to set your own prices. You may have a special deal for someone etc. Our prices are proven to be competitive and in most cases there is no benefit in reducing the prices.

What margins do I get from this business?

On average your margins will be between 75% to 83%.

Do I need to go out and get clients?

Yes. Short Run Labels runs ongoing marketing & advertising campaigns throughout Australia and all leads and orders from your territory are provided to you. However the onus is on you to build the clientelle in your territory. We have a proven system on attracting new clients that is very simple and can be done by anyone, even if you have never sold before. There is no high pressure sales here... just businesses who already want your product that simply need to become aware of your service.

What happens if I have service issues with the equipment?

You are covered by an equipment warranty and a service agreement. Most service issues can be dealt with over the phone. We also have a system where we can remotely access your system for training and technical issues. Wherever you are, no matter how remote, the right service can be provided to keep your equipment running.

Where will I order my printing supplies from?

We will supply all label rolls, laminating rolls and ink. There are no minimum order requirements so your cash flow will be free from investing into large quantities of stock. You simply order what you need, when you need it.

Who does this business suit?

Just about anyone. While the idea of printing commercial grade labels may sound highly technical and complex, it's actually quite simple as we're using the latest in direct to digital printing technology. You can be a mum working from home or you can be a retiree looking for a simple business to operate from home. You don't need any special sales or technical skills.

What do I get with my investment?

- * Label printer: Full colour printer that prints directly from your computer to the label rolls fed through the printer.*
- * Label finisher: This applies the gloss or matt laminate to the label and digitally die cuts each label to your exact size, shape and specification.*
- * Desk racks: Table which your equipment sits on.*
- * Territory License: Your Short Run Labels License which gives you the exclusive rights to your territory. This is an asset you can choose to sell as your business grows.*
- * Access to the Short Run labels eCommerce system.*
- * Misc: Scissors, tape etc.*





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Here's another real life example...

A small home based business making skin care products placed a couple of smaller orders. The first one was just over \$300, the second order just a week later was for another \$180.

They loved the quality of the labels. But what they really loved was how easy it was for them to deal with Short Run Labels with their artwork.

That's because we only need a basic pdf to print from unlike most printers who have complex and stringent artwork requirements that needs a graphics designer to make the artwork print ready.

The next order they placed was for \$2,200.

The breakdown from that order is as follows:

Total Order = \$2,200.00

Cost = \$374.00

Profit = \$1,826.00

That's an 83% profit margin!

These labels were made in the bedroom of a house and shipped direct to the customer who was once again extremely satisfied with the quality and quick turn around of the service.

The Short Run Labels business can be set quickly and easily in your home.

You can have cash flow coming in very quickly by using our simple yet effective marketing tools... marketing tools that have produced rapid results.

If you're looking for a real home based business from which you can generate a solid, reliable & large income the **Short Run Labels business is the perfect home based business.**

You **work when you want to work.**

You don't need to be a salesman. Labels in short runs that are competitively priced are in huge demand. It's not the kind of product where you're competing with many other businesses. **This is a unique business where the demand is huge but the supply is very little.**

It's a business where you get to keep your profits. Working from home, your expenses are low. All you need is some space to set up your equipment and work from. You can set up in a bedroom or a garage. The space requirements are minimal.

Such a powerful work from home business with a **massive 80% profit margin!** That's right, on our standard prices your profit margins are about 80% That means **from every \$1,000 in orders you receive, a massive \$800 of that is your profit!**

An equipment rental package is available for approx. \$1,250 a month. That's right, you can start this business with no money down... just a rental of \$1,250 a month. And with 80% profit margin you can easily see you don't need many orders before you're making a great income every month.

There are limited territories available. Once a territory is taken that's it!

If you's like further information please call Mark on 0425 433663.

