

Custom labeling for a cause

Burning Asphalt Sauces, a Forestville, NY, USA, based sauce manufacturer, is producing custom labels for its customers. The company produces several different types of sauces and other food products, yet it reports that approximately 50 percent of its business comes from its custom and private labeling department.

"It's amazing," says Jeff Furash, president of Burning Asphalt. "We custom make labels for race teams, asphalt companies, birthdays and graduations, and we can also print company logos or even create bottles to give as favors for a wedding. The best thing about it is that there is no minimum order size. If we have to print just one label, we can. We can also custom build a specialty label in-house for any order from one to 1,000 bottles of sauce."

Furash reports that customers often request labels to feature birthday and holiday wishes, yet the company notes that many customers have gotten involved with sending product with customized labels to US

soldiers overseas. Furash, along with NY Postmaster Marilyn Sticeck, founded a non-profit group called Sauces for Soldiers, which has been sending Burning Asphalt's non-perishable sauces, snacks, and spices overseas since 2003. There is never a charge for the bottles of sauce sent to troops serving the country, and the program is entirely non-government supported. Sauces for Soldiers is funded by Burning Asphalt Sauces and friends. They produce, package, and send all of the sauces and it is funded out of their own pocket.

To produce its custom labels, Burning Asphalt uses an LX810 printer from Primera Technology, Plymouth, MN, USA, which Furash says provides Burning Asphalt with the flexibility of producing short run, print-on-demand labels without a big investment.

"That is what built the company. The biggest service we have provided for our customers is that we have no minimum order requirements," Furash says.