



“I had been using online services to digitally print inexpensive product labels and was really disappointed with the result. With ADSI, the service is outstanding and the labels are perfect.”

**John Engler, Owner and Chief Medicine Maker
High Sail Cannabis, Auburn, ME**

Creating strong labels for small companies



OVERVIEW

High Sail Cannabis is a small grower of premium flowers and rosins for medical marijuana patients in the southwestern part of Maine. The company has been operating for three years and has an indoor production facility where they grow the finest cannabis flowers organically, using small-batched craft cultivation techniques, producing connoisseur-grade botanical medicines. Their medicines are designed to help people with chronic pain and fatigue, mental illness, and other health problems live with a higher quality of life. Their mission is to “help people sail higher, no matter how rough the seas they travel.”

Business is good in this fast emerging market and Owner and Chief Medicine Maker, John Engler, notes that, “While we have to stay on top of regulatory changes, we see growth continuing as Maine adds an adult recreational market.” As with a variety of craft industries, with growth comes the need for labeling and strong branding that “does not appear homemade.”

CHALLENGE

High Sail Cannabis produces a large variety of cannabis strains with different preparations- all in small batches.

With so many different SKUs in small quantities, and unable to hit minimum orders of thousands of pieces in order to achieve lower pricing with outside label vendors, John tried several different inexpensive digital print options.



However, he was consistently disappointed with the result. The labels were often out of register, the colors were off and oftentimes the “printing was off center on the decal.” And with just a small number of employees, John didn’t have time to reprint labels and chase after inadequate suppliers.

SOLUTION

A former colleague introduced John to the ADSI (Allen Datagraph Systems, Inc.) team and the unique digital print capabilities the company's digital product line offers. ADSI jumped at the opportunity to demonstrate to High Sail Cannabis the high-quality, fast turnaround capabilities of the company's digital printing and finishing product line and started with samples, which soon became larger runs of differently shaped and sized labels.

Alex Wright, President of ADSI, comments, "It's great to have the opportunity to serve High Sail Cannabis' label needs from nascent to mature. Today we're supporting the company with our unique technology that provides high quality, affordable, custom-shaped labels in very short runs. And as the company grows, we'll be able to continue to offer High Sail a complete line of digital products that can meet all of their labeling requirements."



While still an emerging market, printed packaging for the cannabis sector is growing increasingly complex as companies implement more sophisticated branding and messaging campaigns into their business strategies. In such a fast-growing marketplace, potential competitors are multiplying quickly and it's essential that a company is able to differentiate themselves while keeping an eye on regulations. ADSI's high-definition digital print capabilities and on-the-fly cutting technology delivers cannabis companies an ideal solution no matter where they are on the business growth curve.

RESULTS

John notes that as he began to work with ADSI, "I was very impressed with the quality of service that ADSI was able to offer- it makes a big difference to get a real live talented human being on the phone who can customize your order to make sure it's being done properly."

Although he started with logo labels, he will now begin to take advantage of ADSI's additional digital print and finishing capabilities and add more sophisticated applications to his arsenal- such as printing on a crystal clear, high clarity film. With these labels he'll be able to place a clear label on the bottom of a jar of concentrate so that consumers can see the quality of the product and know exactly what's inside the jar.

John was thrilled by the ability to improve the quality of his labels while significantly lowering the cost of label production for High Sail. He notes, "Prior to coming to ADSI we were paying around \$0.50 per label given our low quantities. We were able to cut that by over 60%."

John concludes, "We're just trying to grow the best cannabis we can for our patients. With their great service and excellent price points, ADSI is a great option for new consumer-oriented businesses like cannabis and other craft sectors."

**Need an affordable high quality/small quantity label partner?
Contact ADSI today for ways we can help you grow your business.**



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