

# Attractive ‘Lean Labeling’ Pricing Saves Pali 21% Annually

## ORGANIZATION

In 2005, Tim Perr and Scott Knight founded a winery to produce small lots of the artisan Pinot Noir that they loved to drink. They chose “Pali” as the name of the Lompoc, Calif.-based winery in honor of their hometown, Pacific Palisades. Today, Pali Wine Co. produces a Cuvee series of wines defined by their appellation of origin and named for different neighborhoods in the Pacific Palisades.

[PaliWineCo.com](http://PaliWineCo.com)

## CHALLENGE

Pali Wine started bottling 1,500 cases and has grown to 30,000+ cases sold in 38 states. At that point, Marketing Director Stacey Rosser decided it was time to have more than one label provider at that level of production, so she began a search for another good partner to handle the workload.

## SOLUTION

Labeltronix took a consultative approach to Pali’s needs. Using Lean Labeling and the Comprehensive Cost Benefit Analysis, the Labeltronix team found a way for Pali to pay the same per-label price, regardless of whether Rosser needed to place a large order, or a much smaller one.

## RESULTS

After selecting Labeltronix as a partner, Pali is saving 21.6 percent per year in label costs, thanks to Lean Labeling.

### Appealing price

*“Most label companies price on volume, but Labeltronix approaches it in a different way, and I found that attractive,”* Rosser said.

### Appealing quality

The two Pali labels produced by Labeltronix were both new, and Rosser found that Labeltronix created a *“great likeness to what the designer proposed.”*

### Favorable reception

*“We haven’t rolled out those wines yet, but we’ve shown them to some of our distributors and they’ve really liked them,”* Rosser reported.

