

## Case study

# Creating customized candy labels in-store, in an instant, at B.A.O Candy Box



Afinia Label L301 printer prints high-quality personalized labels using HP Thermal Inkjet Technology

### Challenge

- Wanted to produce a product that conveys emotion to differentiate the business
- Needed to implement process to produce personalized labels instantly
- Needed an intuitive, fast, high-quality and compact printing solution for the best customer experience

### Solution

- Installed the Afinia Label L301 Small Business Color Label Printer
- Powered by HP Thermal Inkjet Technology, it prints at high speeds with great quality

### Results

- Customers can design their own labels and print instantly
- Afinia Label L301 printer with HP Thermal Inkjet Technology prints in vivid, optimized color, creating a professional label
- HP Thermal Inkjet Technology enables printer to produce the complex, bespoke shapes that the candy labels require
- Small form factor ensures the printer does not take up too much room in a space-limited store
- Afinia Label L301 printer is simple to operate and very low maintenance



**“Customers can see their label being printed which adds value because it makes them feel that they’ve created their own product. In terms of the printer, it’s fast, the quality is perfect, and the maintenance is really easy.”**

—Raphaël Siboni, co-founder, B.A.O Candy Box



B.A.O Candy Box is using the Afinia Label L301 Small Business Color Label Printer with HP Thermal Inkjet Technology to produce high-quality personalized labels in-store. Customers can now create their own unique packaging in an instant.

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“The HP Thermal Inkjet Technology used in the Afinia L301 printer is essential for making this retail model work properly. If it wasn't for this technology, then the customer wouldn't have the labels printed as quickly and as professionally.”

—Nathan Daniel, sales manager, Afinia Label

Printing solution provided by



**Industry:**  
Specialty Printing Systems

**Company name:**  
B.A.O Candy Box

**Location:**  
Paris, France

**HP equipment:**  
Afinia Label L301 Small Business Color Label Printer with HP Thermal Inkjet Technology

**Website:**  
bao-candybox.com



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## Challenge

### Creating customized candy

Founded in 2017 and located in Paris' 4th arrondissement, B.A.O Candy Box provides a wide range of candy to its customers. What makes this shop different is that each customer can customize their own candy labels, on demand, in-store.

“We wanted to create a product with a message that conveys emotion, that's the fundamental idea behind B.A.O,” explains Raphaël Siboni, co-founder, B.A.O Candy Box. “Personalization really adds that extra element to the sweets, which makes the product unique and makes people smile when it's given to them.”

B.A.O Candy Box spent two years developing an app that would enable customers to personalize labels. Finding the right printer was, unsurprisingly, a priority.

“The production process for the labels was the most difficult part of the concept to implement. At the start, we were using pre-printed labels from a print shop, so we didn't have any issues in terms of sizing and printing,” adds Siboni. “But once we started offering personalization, it all became more complicated.”

Siboni approached HP for advice, which in turn introduced him to local reseller INCOM France. Following numerous meetings, presentations and demos, B.A.O Candy Box opted for the Afinia Label L301 Small Business Color Label Printer powered by HP Thermal Inkjet Technology (TIJ), which enables it to produce the complex, bespoke shapes that the candy labels require.

“The Afinia L301 printer was the most effective in meeting our needs,” continues Siboni. “There is an issue with physical space, and the Afinia L301 does not take up much space; it is quick, high-quality and easy to operate.”

## Solution

### Versatile, fast label printer with HP inkjet technology at its heart

Powered by HP Thermal Inkjet Technology, the professional-level Afinia L301 printer can go to work for just about any label application. It prints in vivid, optimized color (up to 4800 x 1200 dpi), creating a professional label that catches the eye of B.A.O Candy Box's customers. It's compatible with a wide range of media, so customers can create the best look and feel for their candy.

“Our customers type their message into the app, preview the label, confirm, then the label is sent via Wi-Fi straight to the till,” says Siboni. “At the till, the label is displayed on a screen so that the customer can approve their label design and then it is printed automatically. The time it takes to complete the transaction is enough to print the label.”

It's the HP TIJ that enables this rapid label production, which is key to B.A.O Candy Box's success. At the same time, the small form factor ensures the printer does not take up too much valuable Parisian real estate.

“B.A.O Candy Box is revolutionary in what it's actually doing here. The store enables a customer to walk in from the street, choose their own candy and then have the labels printed and personalized in-store while they wait, thus creating an emotional connection to that product instantly,” remarks Nathan Daniel, sales manager, Afinia Label.

“The HP Thermal Inkjet Technology used in the Afinia L301 printer is essential for making this retail model work properly. If it wasn't for this technology, then the customer wouldn't have the labels printed as quickly and as professionally.”

## Results

### Providing a unique retail experience

B.A.O Candy Box now offers a personalized service where the customer decides every aspect of their purchase. This has resulted in huge interest both from tourists and the local market, who have taken to social media to share their creations, making this first store a resounding success.

“The customer experience is at the heart of everything we do. The customer comes into the shop, chooses the jar size, whatever mixture of sweets they want, then, using the tablets available, they can create their own message,” comments Siboni. “Social networks are extremely important to our concept because sweets are very ‘Instagrammable’: they're colorful, beautiful, and being able to personalize the message makes the product genuinely unique. That means that many Instagrammers have come to the store, taken photos, shared them and it's had a fantastic impact on our business as a result.”

Such success is paving the way for future growth, with B.A.O Candy Box expecting to expand into smaller concession stands around the city. HP and Afinia Label will continue to be valued partners as the company grows.

“We plan to use the same printers in our future business premises – they are quick, the quality is high, and they are also compact. They can be built into a cabinet and we plan to expand into concessions where there is not a lot of space,” concludes Siboni. “Afinia Label also offers new products on an ongoing basis and supports us to grow our business so we will upgrade to an even faster printer, which will further improve customer satisfaction.”

Learn more at  
[hp.com/go/oeminkjet](http://hp.com/go/oeminkjet)

