



# CUSTOMER STORY

## Master Craft Label

### Newfoil products propel small business

*Master Craft Labels is an experienced label production company in Minnesota. When Jeff Erickson, bought Master Craft ten years ago, the company was already using a Newfoil product. Based on the quality and reliability of their 3000 and Newfoil's becoming the industry's "machine of choice," Erickson was not hesitant to turn to Newfoil when he was in the market for new machines. As they continue to develop in North America and world wide on a variety of projects, Newfoil remains the cornerstone of their business.*

Although Erickson was assured of product quality from the start, he was leery about getting service for a product manufactured in Europe.

"Initially I found out that Newfoil was manufactured in England and I was concerned because of the distance of service. It became a non issue because they have been very responsive in product support whether it be product information, technical assistance or getting us parts we need."

According to Erickson, response time has never been a problem in terms of shipping parts or product assistance. "Service is quick and effective," said Erickson. "He'll arrive, do a quick assessment and by the time he leaves everything will be working smoothly."

He enjoys the same responsiveness with parts. "Parts are sent out the day we request them which allows us to have the machine up and running again the next day. DSI Group is great about responsiveness and has a fairly extensive inventory which is convenient."

Currently, Master Craft Label uses their Newfoil machines in collaboration with assorted flexographing processes and thermal transfer printers. Using Newfoil machines for label and tag production, Master Craft is able to handle reregistering, embossing and special diecutting prototype work. "With our Newfoils, we find that we have better registration and diecutting control which ultimately enables us to pursue higher quality applications.

Master Craft produces a wide variety of different products, product labels, nameplates, face plates and decorative labels for a wide variety of industries. In 2006, Time Magazine called on Master Craft to help produce the Mylar cover for their "Person of the Year" Issue.

The high quality of the machines and dependability of service allows Erickson's business to continue to produce a diverse variety of brilliant labels.

Master Craft Labels provides various levels of support to meet the label production goals of clients. They work in unison with clients from concept to finished product in whatever capacity the project requires. Their qualified and diverse team of designers and press production operators handles jobs of all sizes. Master Craft provides a "one stop shop" for customer's printing needs and looks to maintain cost efficiency and quality in the process.

### Quick Facts

**Customer:** Master Craft Label

**Products:** Newfoil Machines Limited  
Hot Stamping Equipment: Two 5500s,  
5000, 3000, 2000

**The need:** High quality machine to handle label and tag production along with responsive and reliable service.

**Key Benefit:** High quality of the machines and dependability of service.

**Quick Fact:** In 2006, Time Magazine called on Master Craft to help produce the mylar cover for their "Person of the Year" Issue.

**Customer Acclaim:** DSI group has been very responsive in product support whether it be product information, technical assistance or getting us parts we need.

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