

DANA LABELS E-COMMERCE PROGRAM

ABOUT DANA LABELS, INC. Dana Labels is a third-generation custom printing and design company located in Honolulu, Hawaii. It was founded in 1970 by the Hanes family and has grown to be the premiere specialty labeling company in Hawaii.

Dana Labels provides a wide range of specialty and diversified printing for businesses across Hawaii. The company has the largest number of printing process machines in Hawaii, which means they are able to meet the custom needs of both large corporations and small businesses alike. Their services include, but are not limited to: product labels, business labels, personal labels, promotional sticker lines, garment labels, and custom promotional items.

THE CHALLENGE. Owners Craig and Susan Hanes knew that they needed to update the Dana Labels company website to make it more user friendly. The current business climate, propelled by the COVID-19 pandemic, showed them the importance of e-commerce and they knew that it was time for a website refresh. However, they would need guidance and assistance in creating the website that they envisioned for Dana Labels. Having worked with the Innovate Hawaii team in the past for the Manufacturing Assistance Program (MAP), they knew they could reach out for assistance on their current project, a new company website.

MEP CENTER'S ROLE. Innovate Hawaii, part of the MEP National Network™, was preparing to host an e-commerce and digital marketing cohort, and Dana Labels' management was invited to participate. This cohort allowed management to talk with digital marketing experts, receive website design feedback from other businesses in the state, and one-on-one help from a local marketing firm. With this information in hand, Dana Labels was able to design a website that accurately reflects their company values, provides education on the entire specialty labeling process and allows customers to quickly and seamlessly make online purchases.

"Innovate Hawaii is pivotal in supporting Hawaii's manufacturing community. Their team's expertise and access to resources are critical for the small business community. They are always responsive and eager to help your project succeed. I would highly recommend the services of Innovate Hawaii to any business owner needing assistance."

-Susan Hanes, Director of Development

RESULTS



100% increase in traffic with their new order and contact form.



Social media accounts have also experienced a 20% increase in traffic since the website redesign.



Through the cohort, they were able to redesign their website and implement new ordering system.

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