



# Label Implementation Expertise Prevents Line-Down Crisis

## Results

Taylor's expertise with durable label production enabled the client to achieve its strategic goals.

## Challenge

A prominent manufacturer of commercial and residential HVAC components was forecast to lose tens of millions of dollars in sales revenue because of a breakdown in its durable label supply. The incumbent label supplier was unable to meet delivery deadlines and many of the labels provided were badly out of spec and unusable. Finished HVAC components could not be delivered due to a lack of required labels and the producer was within days of shutting down one of its most profitable manufacturing lines. The impending line-down situation would have been devastating to the company's revenue and reputation.

## Solution

Taylor's durable labeling experts quickly applied our MAP3 (Methodical Assessment of Printed Parts and Processes) principles to create a label implementation and supply chain management plan for the manufacturer.

- The design, construction, performance requirements and consumption volumes of nearly 400 label SKUs were evaluated.
- Taylor used its digital durable label (DDL) capabilities to begin daily production of the 10 label SKUs in shortest supply, running the presses on weekends to accelerate delivery.
- Taylor then worked with the client to identify the next most critical set of 30 labels and fast-tracked production in a similar way, calling upon our mirrored label manufacturing facilities in Mexico for added capacity.
- This pattern repeated until Taylor assumed responsibility for all of the required labels within a matter of weeks. Each label was optimized to enhance production efficiency for the manufacturer, ensure compliance with UL requirements and increase durability on the finished HVAC product.



### LINE-DOWN RISK

Taylor's rapid response allowed the team to resume deliveries and keep the production line running.



### COMPLIANCE RISK

Our in-house regulatory compliance experts brought the labels back into alignment with ANSI and UL requirements.



### SUPPLIER REDUCTION

Taylor's single-source solution replaced the fragmented supply chain created by the manufacturer's print broker.