



AGRICULTURAL PRODUCTS MANUFACTURER SEEKS BETTER LABELING SOLUTION

CHALLENGE

A global manufacturer of agricultural products was unhappy with the quality and performance of their industrial labels. The labels delivered by the company's current supplier were not compliant with ANSI standards and had a variety of shortcomings related to adhesives, substrate durability and production line efficiency. Substandard die cuts and adhesives created significant waste and labels that would peel or fall off completely. Further compounding this problem, the client had recently lost two engineers with labeling and compliance experience and their supplier lacked this expertise in house. As a longtime producer of the company's marketing collateral, Taylor offered to explore the labeling situation and recommend possible alternatives.

SOLUTION

Taylor conducted its proprietary Manufacturing Assessment of Printed Production Parts (MAP3) of the client's label program. Samples were analyzed, assembly line processes were observed and key personnel were interviewed as a team of labeling experts from Taylor worked to identify the causes of the performance issues. The MAP3 process included a detailed review of ordering history, revealing inefficiencies in how the supplier was servicing the account. As part of the MAP3, the team also conducted a Digital Impact Analysis to identify labels for digital production. Along the way, the Taylor team documented an entirely new set of label specifications that would meet all of the client's performance requirements while eliminating waste and enhancing the aesthetics of the finished piece.



RESULTS

Impressed by Taylor's labeling expertise and the attention to detail that went into our MAP³ analysis, the client awarded the industrial labeling program to Taylor and has realized significant benefits as a result.



RISK REDUCTION

- Line Down Avoidance: Taylor's digital durable label (DDL) technology has accelerated turnaround times, ensuring continuous operation of the production line.
- Compliance: The updated labels are now compliant with ANSI recommendations and Taylor regularly monitors all labels for regulatory compliance.



COST REDUCTION

- Cost Savings: The total cost of ownership for the labels has been slashed 35% through reduced waste and numerous operational efficiencies.
- Efficiency: Performance issues have been eliminated and the economic order quantities identified by Taylor have streamlined the entire supply chain.



GOAL ATTAINMENT

- Label Management: Taylor now provides enterprise-wide label print management services including engineering, production and supply chain support.
- Print-on-Demand: Our print-on-demand technology has reduced inventories and eliminated obsolescence through decreased minimum order quantities.