



Label Standardization Reduces Cost and Complexity

Results

Taylor dramatically reduced the cost and complexity of the grocery chain's labeling program while also improving label performance.

Challenge

A large national grocery store chain was facing increased margin pressure and sought to implement innovative cost reduction strategies. Labeling was an area of particular concern. The various departments in each store used different styles and formats of labels — 350 distinct label SKUs in 130 different sizes — to accommodate applications ranging from ordinary packaged goods to baked, refrigerated, frozen and oily products. This resulted in excess inventory and production waste as well as unnecessarily long lead times.

Solution

Labeling and packaging experts from Taylor performed a store walkthrough to identify process improvements that would reduce the cost and complexity of the client's label program. Taylor proposed a comprehensive labeling solution that:

- Slashed the number of unique label formats that must be managed and inventoried
- Optimized substrates and adhesives for each application in the store
- Shifted production to state-of-the-art digital presses to reduce lead times



PROCESS EFFICIENCY

Our unified labeling solution resulted in just 16 label variations — four sizes in four different shapes.



SPEED TO MARKET

Shifting to digital printing presses reduced production lead times from weeks to days.



PRODUCT PERFORMANCE

Adhesives and substrates were carefully chosen for use with refrigerated, frozen and oily foods.