



Durable Label 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 assessed the situation and developed a multi-phase solution to get the manufacturer's production line back up to speed.

- 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 eventually assumed responsibility for nearly 400 label SKUs within a matter of weeks.
- Along the way, we applied our proprietary MAP3 principles (Methodical Assessment of Printed Parts and Processes) to optimize label substrates, production methods, supply chains and more.



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.