

## Fortune 500 Manufacturer Utilizes AWT's Print On-Demand Program to Manage Extensive Private Label Business

**THE SITUATION:** A Fortune 500 Manufacturer produces industrial buffing and cleaning pads that require 1500 different label SKUs based on a variety of sizes, brands and applications. The manufacturer faced difficulty when it came to managing the printing and storage of this high volume label program.

- The customer would be required to consistently store numerous pallets of preprinted label stock in their warehouse.
- The customer would need to purchase a new color printer.
- The customer would need to hire one or two full-time employees to operate the new printer.

**THE SOLUTION:** Using the variable printing capabilities of AWT's digital print workflow, the customer's 1500 label SKUs are now printed on-demand. The customer can order their labels on a weekly or monthly basis, and orders can be shipped in five days or less. This workflow greatly reduces the need for inventory.

**THE RESULT:** AWT's On-Site Team developed a process that allows the customer to develop new SKUs and artwork through AWT, store artwork at AWT and order labels just-in-time in an efficient manner through this program.

### **THE BOTTOM LINE:**

- The customer has eliminated the need for one full time employee resulting in a cost savings of \$50,000 annually.
- The customer has significantly reduced the risk of waste from obsolescence by avoiding the purchase of preprinted labels equal to \$75,000. This has also allowed them to expand their throughput capacity.
- The customer has eliminated their need to purchase the equipment to print their SKUs valued at \$50,000.