

Unilever Case Study



When Unilever needed a partner to help them manage a print supply chain network consisting of almost 100 printers across Europe, CG Artworx was called.

In this 6 year partnership, CG Artworx's centralized solution averages over 4,000 SKUs for Unilever annually.



SCOPE OF WORK

European packaging artwork and repro services across 7+ countries serving all CEE and WE markets.

CLIENT CHALLENGE

- Management of large print supplier network. Decentralized communication was leading to many accidents and lower overall quality of printing.
- Standardize and streamline packaging workflow processes. Too much time was being lost in artwork and repro stages due to sloppy knowledge transfer and redundancies within their decentralized processes. These inefficiencies were impacting overall cost of packaging production.
- Develop one workflow solution to bring consistency of process and brand management across all regions.

CG ARTWORX SOLUTION

- Integrated interface with client's workflow system as an extension of CG Artworx packaging processes to ensure smooth management of all suppliers (design agencies, printers, client artworks and marketing teams).
- Artwork/repro print related process fully aligned with strict Unilever standards.
- Centralized print management, execution and print production for all regions "under one roof" ensuring consistent brand management.
- Establishing a brand knowledge platform related to packaging print related processes as well as a document management system.
- Significant cost savings and process improvements via key performance measures set and implemented.

CREDENTIALS:

- 4,000 AW's and Repro data delivered annually using centralized management system.
- 82 print supervisions realized in 2010.
- Heavy relationship with 60+ printers across CEE and EE regions.

Contact us for a consultation:

artworx@cg-eu.com

CG Artworx

U Pruhonu 13/800 | 170 00 Praha 7 | Czech Republic

Phone: +420.222.998.590 | Cell: +420.724.723.193

Part of Cocoon Group www.cg-eu.com