

Nestle Case Study



In order to maintain a high degree of supplier independence, Nestle needed to centralize all packaging print related processes. As part of the solution, **CG Artworx created** a brand knowledge repository, allowing for quick agency and printer turn-around and vastly improving quality and time-to-market for their confectionery products.



SCOPE OF WORK

Complex knowledge repository and print management for the Rossyia and Nestle brands within the leading confectionery category.

CLIENT CHALLENGE

- Fasten time to market delivery.
- Consistent brand handling throughout process standardization and increased efficiencies at all stages from design development through artwork execution to production.

CG ARTWORX SOLUTION

- CG Artworx as a single partner creating highest standards supporting Nestle marketing team in Russia and their suppliers with centralized knowledge repository that:
enables all partners (Nestle Russia marketing team, design agencies, print suppliers) to have the same access to company assets,

ensures easy knowledge transfer related to packaging print related processes: smart color management, data storage management, standards according to the brand guideline to enable all team members quickly ramp-up on their skills and become productive in the shortest time.

- Implementation of standardized print management process ensuring consistent brand handling and higher efficacy via “doing the same work over the time again and again”.
- Continual workflow improvements and standards set up shortening lead times and fastening deliveries.

CREDENTIALS:

- **Long term partnership** that enabled us to collect, maintain and manage all relevant data and knowledge for the Rossyia and Nestle brand under the flagship of centralized print management delivery model.
- **Proven track record.** (High volume of repro data delivered for the last 6 years of cooperation)
- Full support from our **Russian office** (Remote proofing = Faster delivery at lower cost)

Contact us for a consultation:

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