



Case Study: Print-On-Demand Program (POD)

Overview

A major consumer products company requires numerous bar coded labels on a daily basis related to daily production orders. The labels needed are driven by the product Bill of Materials requirements. Annual volumes across a variety of different types of labels exceed 25mm. Daily printing against the current production schedule reduces obsolescence and provides for necessary flexibility due to frequent changes.

Previous Program

In the past, a print management company had a contract to supply all related labels, media, printers and personnel on site. The “system” being used at the time required manual entry of all data with individual files maintained for each and every label required. A standard 4% overage was printed with every run creating unnecessary waste. A remote printing operation was in place to handle needs beyond the first shift. However, this method created duplication and difficulties for operators in terms of getting their labels when they needed them.

With constant production schedule changes and last minute additions and deletions to the schedule the existing system could not keep up with demand.

Label World Print-On-Demand Program Solution

- Turnkey system included all printers, media, software and bar code verifiers
- Label World staff collaborated with the customer’s IT department to integrate the solution software with the company’s product database, ensuring accuracy and reducing manual data entry
- Cross training provided to company “sponsors” for “off shift” printing needs
- Printer maintenance program in place to ensure continued optimum printing performance
- 100% bar code verification on all printers fully integrated with software
- Software implemented provided for all 4 printers to be universal in print capability
- User friendly software provides for ability to create new labels as needed, easily and efficiently
- Label World provides a fully functional system on-site in Rochester NY as a backup

Benefits Achieved

- Overall savings to company exceeded 20% in the first year
- Eliminated label obsolescence (avg. 4% of every run)
- Reduced personnel from 3 contract employees to 1 company employee
- All fluctuations in volume demands are being met

Conclusion:

This company is now in full control of the printing and management of their critical bar code labeling needs utilizing state-of-the-art software and integration. This has resulted in significant cost savings and greater responsiveness to their demanding production environment.

Print-on-Demand — a Fully Integrated System

