New Client Integration

Situation

A leading global food manufacturer had an unexpected supply chain interruption after their prepress supplier abruptly resigned the business. As a result, they needed to find a new partner who would be willing to take on the challenge within one week to prevent any disruptions. Over 200 live projects were in process, at various stages, for both packaging and displays.

Phototype had been engaged with this company on the Print Quality Management (PQM) front and had taken part in an earlier Request for Proposal (RFP) that was favorable to Phototype, but was dropped before completion. Due to our positive engagement with them on PQM, they awarded us the assignment.
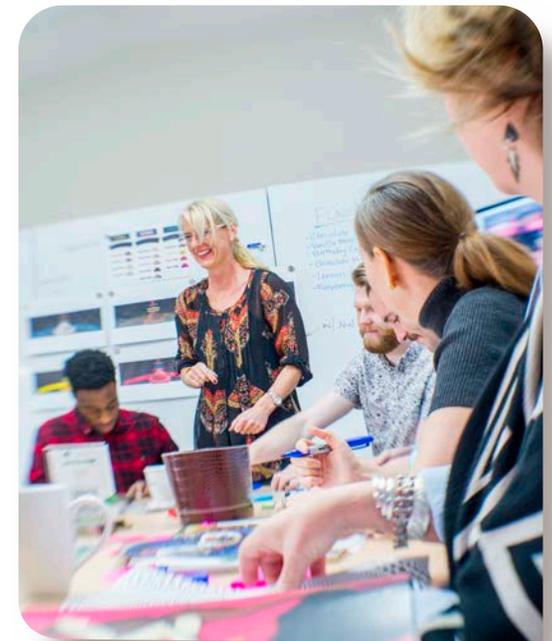

Action

We quickly assembled an on-site triage team consisting of an Integration Manager, Business Manager, and Strategic Business Manager. Concurrently, we assembled an internal team to take over the 200 live projects and start the on-boarding process for their remaining 3,500 SKUs.

Priority one was to get on top of the existing 200 projects. Consequently, we on-boarded all the printers involved in active projects while deploying our web-based File Routing and Collaboration (FRC) solution. We engaged our Subject Matter Experts directly with key internal stakeholders at the company. After a 3-month period, we normalized our teams, workflow solutions, and process with the client, delivering brandconsistency and overall speed. Our branding and design agency, Gravity, began its design adaptation work bringing order to the incoming design files.

Results

All projects were completed and printed within their established timelines. Additionally, we developed a strong, dedicated client team and successfully on-boarded their new management group. This success also resulted in an international engagement with this client. In an 18-month period, print suppliers' achieved a +10% improvement in overall quality and +20% in color consistency.

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Case Study

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