

Print Quality Standardization

Situation

A global beverage brand launched a major design refresh across all of its primary packaging. The new design was big, bold, and clean...terrific for impact, but unforgiving of even the smallest printing or material defect. Ensuring consistency of shelf impression and the integrity of core brand equity colors across all SKUs was essential. However, because the brand is sold in a wide variety of container shapes, sizes, configurations, materials, and substrates, the challenges were staggering. Periodic store audits frequently revealed visual inconsistencies. However, no evaluation protocol, metrics, feedback loop, or standard terminology existed to objectively assess delivery of the brand vision in the marketplace.

Action

Phototype was asked to help establish new, robust processes, metrics, and techniques to objectively and quantitatively drive alignment and compliance to brand standards across the entire supply chain.

The Phototype team immersed itself in the brand's supply chain processes, suppliers, materials, and overall brand objectives. From this, we identified what, where, and how to measure the key drivers of compliance including verifying equipment capabilities through statistical process control analysis. Prioritizing the packaging elements with the highest consumer visibility, Phototype installed a Print Quality Management (PQM) solution and established a baseline score of 68%.

The objective was to move that score closer to 100%. Measurement practices, equipment and systems were installed where they were lacking. Statistical sampling protocols were established. Training, reporting, and feedback systems were implemented across the entire supply chain and network of suppliers.

Results

- PQM scores have achieved a steady compliance rate of 98% across the entire supply chain
- Print consistency is objectively measured, reported, and addressed
- On-shelf appearance significantly improved...day in, day out, in every form, at every location



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Case Study

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