

MULTI-COLOR BATAVIA: BURNING THE MIDNIGHT OIL



MARKET BACKGROUND

In the fast paced and highly competitive market of Home & Personal Care, brands are constantly challenged to create unique, eye-catching graphics to engage retail consumers and align to ever-changing trends in the beauty, fashion and cosmetics industry. The market is constantly evolving with seasonal launches throughout the year, and an emphasis on high-end promotional launches during holiday promotions.

THE CHALLENGE

Multi-Color's Batavia facility developed a business relationship with a market leading Home & Personal Care company. The retail cycles for the new customer require a unique service model of creativity and speed including:

- Concept to launch in less than 8 weeks;
- Zero Inventory approach requiring replenishment orders in less than seven days;
- Unique label embellishments innovated and commercialized in just weeks;
- Demanding consumer use and transit requirements for every label.

MCC SOLUTION

Multi-Color made a total commitment from upper management through operations to build a model that supported our customer's significant requirements. We implemented a "team concept" to meet the customer's established business objectives at every level including:

- A Graphics Lead dedicated to the account to manage all incoming files;
- Customer Service teams built around the various brands to focus our team's efforts;
- A Technical Lead assigned to work exclusively with our customer to execute development projects;
- Operations and Commercial teams established to focus on programs to ensure success.

THE RESULTS

- A new speed-to-market model that turns replenishment orders in less than six days.
- A focus on customer service that led to a near perfect score card of on-time and in-full ratings.
- Based on unique innovations created by the MCC Product Development team, our client has experienced increased consumer awareness on the shelf and new programs have been awarded, effectively building the relationship to one of our largest in the market.

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