



PrintStack™ Assessment Results in Streamlined Production Model

Results

Taylor's PrintStack Assessment process resulted in a variety of significant benefits for the client.

Challenge

One of the world's largest producers of wines and spirits was struggling with the marketing materials for its 80 distinct brands. The company's distributor network supported thousands of retailers nationwide and needed point-of-sale (POS) materials, brochures and product display units that reflected the latest marketing programs and tasting events. However, multiple suppliers were being used to produce these items, which necessitated multiple ordering systems. As a result, brand managers could not get ideas to market efficiently and were often frustrated by missed shipments, long lead times and marketing materials with poor color consistency.

Solution

Taylor applied its proprietary PrintStack™ Assessment process to the client's situation, engaging an entire team of experts representing all aspects of commercial printing and fulfillment. Our PrintStack engineers analyzed the client's complex requirements and recommended a tried-and-true print operating model that directly addressed each of the StackGaps impeding the client's process efficiency, speed to market and brand control.

- Taylor provided the client with a single, robust online tool for ordering and inventory management and quickly assumed production responsibility for all of their printed materials.
- The online tool provided by Taylor also enabled the client's marketing team to combine orders for greater efficiency and to continuously monitor budgeted spend.
- By streamlining processes and centralizing production at Taylor, we were able to ensure that color standards were maintained across multiple printing platforms, methods and facilities.



COST REDUCTION

Standardized SKUs and consolidated fulfillment processes generated substantial cost savings.



PROCESS EFFICIENCY

The client's marketing team was able to focus on top-line growth instead of vendor management.



BRAND CONTROL

Unwavering color consistency was achieved once production was centralized with Taylor.