

End-to-End Approach for Global Adhesives Manufacturer

CHALLENGE

An international leader and manufacturer in industrial adhesives, coatings and sealants for the automotive, industrial, and electronics industries was tasked with finding a new and more reliable label vendor. The global company managed a complex operation with facilities throughout the US and the world.

The manufacturer needed a supplier that could respond quickly and provide label proofing, material data sheet requests and quoting. Additionally, they needed a new vendor who could consistently and accurately handle a high number of labels with new artwork and material requests. A key priority for the manufacturer was finding a vendor who could also deliver request dates on time, something their previous vendor was not able to provide. With these requirements in mind, it was important for the manufacturer to find a reliable vendor who they could trust with all of their label needs.

SOLUTION

The manufacturer chose to work with Liberty Marking Systems (Liberty). Liberty started with only a few items by providing material data sheets, label proofing and quotations as a trial for the larger scope. Liberty responded quickly to the demands with accuracy, allowing the manufacturer to trust Liberty with more of their business.

Over time, Liberty proved again and again that they could handle the larger scope that included numerous label versions as well as many changes to the artwork, without issue. Based on this, the manufacturer was confident that Liberty was a reliable partner that delivers high-quality labels, hassle-free and on-time delivery, allowing the manufacturer to move the rest of their business to Liberty.

SITUATION AT A GLANCE

- An international manufacturer for industrial adhesives, coatings and sealants needed a new label supplier to meet their needs
- They needed a supplier who could deliver quality labels, handle inventory, paperwork and documentation, manage changes in artwork, and on-time delivery
- The manufacturer chose Liberty because of their ability manage all aspects of the project and make it “hassle-free” for the client



8 Color Flexo Printing Press

APPROACH

Once Liberty took over the complete project, they managed all aspects of it, from label production to managing documentation and paperwork to managing the manufacturer's inventory. Liberty used flexographic printing presses, digital presses and numerous finishing equipment. They used their custom system to ensure all documentation was being managed, updated and processed properly accurately. This alleviated stress off the manufacturer, knowing that nothing was falling through the cracks.

Liberty's sales and customer service team remained in constant communication with their purchasing team, production team, as well as receiving personnel to ensure their time lines and quality expectations were met.

RESULTS

Liberty provided the manufacturer with 100 label parts, adjusting as needed due to changing FDA requirements for each label. On some occasions, the customer updated the artwork right before production began. Liberty quickly changed the printing plates and readjusted their production schedule to meet the deadlines. They regularly provided pre-press proofs, printing plates and completed production in less than two weeks. Liberty was also able to deliver difficult challenges that many suppliers can't, like small labels with tiny font sizes with reverse printing and barcodes.

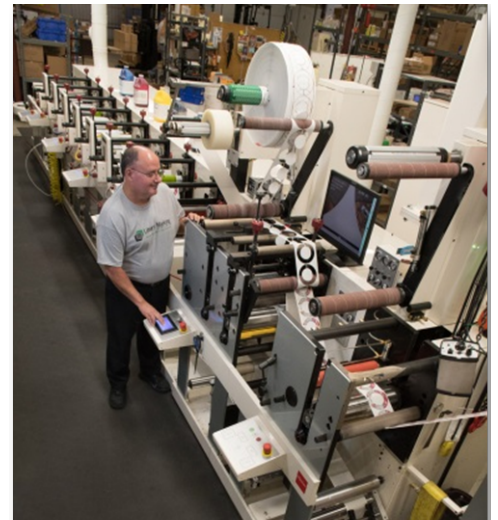
Through the process, the manufacturer performed an audit of Liberty's facility and confirmed that the label supplier possessed the capacity and capabilities to handle all of their label needs.

After completing the transition of their label business to Liberty and updating the many changes to their labels, Liberty provided efficiency and cost savings recommendations like bundling, blanket order contracts for heavily used labels and material costs and options for specialty items, such as foil paper labels and durable items.

The manufacturer's President stated, "Liberty Marking Systems was there for our company when we needed them the most. They were able to handle all aspects of the project, making it hassle-free on our end."

PROJECT HIGHLIGHTS

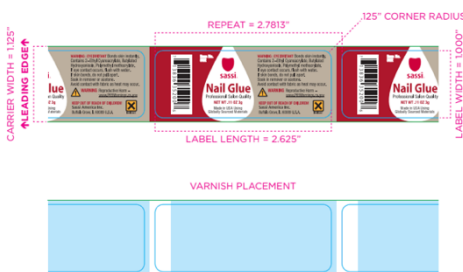
- Manufactured over 100 label parts on flexographic printing presses and digital presses
- Manufactured small labels with tiny font sized with reverse printing and barcodes
- Managed label production, inventory management, part management, documentation and paperwork
- Provided pre-press proofs, printing plates and completed production in less than 2 weeks



Flexographic Printing Process



Mounting of Printing Plates



Label w/ an Overprint Spot Varnish



Proofing Process

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