

### **Case Study “Team” Customized Solution**

A major carbonated beverage supplier was looking for an experienced Shrink Sleeve producer for their new product introduction. In the past, the customer had issues around graphics distortions, and delays in meeting key milestones. Gilbreth provided project management and timeline deliverables. The customer’s production facility that was not familiar with Shrink Sleeves. The customer relied on Gilbreth to provide key technical and application support for production and application start up.

#### **Our recommendation to eliminate previous issues:**

- Project management.
- Determine distortions limitations using grayscale trials
- Analyze graphic distortion
- Provide 4-month time-line, along with key milestones
- Issue weekly updates to ensure the project timing
- Application / Technical support

#### **Custom Solution**

- Artwork evaluation
- Art preparation / Graphic recommendations
- Grey-scale trials
- Block production time
- On site tech / start up support
- Innovative process technology
- State of the art 10-color rotogravure printing press