

Case Study “Flexibility” Customized Solution

Gilbreth collaborated with a major wine and spirits company to redesign the label on their most popular brand. The redesign was scheduled to launch within a tight timeframe. Gilbreth worked with the customer as well as several outside design firms to run numerous production trials. We used our expertise in shrink labeling to overcome design hurdles, application, and filling line issues. We were able to launch the product on time to market. The redesign has led to improved brand recognition, and brand extensions. Gilbreth currently produces and manages an inventory program of over a dozen SKUs for this product line.

Our recommendations for redesign of a major brand within a shorten development cycle

- Use of high opacity white for improved appearance
- Graphic placement recommendations
- Maintain key raw material inventories to allow for quick trial and production turnaround
- Block time in the production schedule to allow flexibility / guaranteed lead-times
- Establish a brand identity through graphics that carries throughout all SKUs
- Structure a pricing program for procurement to allow for more detailed cost analysis
- Application / Filling / Packing evaluations

Custom Solution

- Film Evaluation
- Ink Evaluation
- Shorten Cycle Time
- Flexible Pricing
- Customized Programs
 - Inventory
 - Cylinder
- Time Line Management
- Application Expertise
- On site tech / start up support