



Reduction of Packaging Design Delivery Costs

Company Profile

Client: The client is a Fortune 50 consumer packaged goods (CPG) global leader and covers a wide range of consumer packaged goods production in the beauty, grooming, and household care units. The client's hundreds of brands are available in more than 180 countries.

Business Challenge

The client wanted to improve productivity, reduce costs, and decrease time-to-market by implementing superior packaging and label designs. Packaging typically accounts for a large amount of the production costs in any CPG company. Therefore, reducing the cost of packaging and label design has a significant impact on profitability. Additionally, packaging and label changes are frequent with new product releases, claims, or other regulatory changes, so improving the efficiency of packaging design improves time-to-market.

How Corbus Helped

Corbus partnered with the client's shared services organization to establish Packaging Design Delivery (PDD) Services as an outsourced business process solution. This project management service empowers designers to focus on design strategy and consumer understanding. Separating design activities from project management and execution activities allows resources to focus on the most effective/appropriate work activities. For example, art designers can focus on developing designs that meet the consumer needs without the need to manage schedules, budgets, issues or risks.

To reduce packaging design costs, Corbus implemented a number of cost reduction and process improvement systems. Some these included: process standardization and simplification, vendor rationalization, color standardization, digital asset management, and virtual prototyping.

Corbus' PPD service continues to ensure that process improvement and cost reduction strategies are implemented within the organization and that initiatives are delivered on time and within budget.

Corbus provides a comprehensive solution that includes process, staff, and quality management as a part of our PDD services.

These services are delivered globally from a number of locations including the U.S., Europe, Asia, and Latin America.

Corbus staff work closely with the design functions at the client's global centers in order to ensure a highly integrated and relevant solution. Every role is essential to the process. Corbus program managers focus on improving design delivery processes across the entire packaging process. This includes implementing process standardization, vendor rationalization, and digital automation. The production managers and coordinators work closely with the creative agencies, digital production agencies, brands, legal teams, and the internal designers to deliver large and small business results. The budget coordinators forecast and track costs, ensuring that budgets are developed and consolidated for each brand.

Corbus' PDD staff works closely with individual/process that is engaged in the design process. Our integrated approach ensures that processes are completed efficiently and effectively. The outputs of each engagement include design briefs, innovative plans, critical path schedules, project/operational scorecards and metrics. Corbus also provides active monitoring and assists our clients by dealing with risks and any potential issues

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Results

Improving design processes and operations has provided significant value to our client. In the first year, the client received dramatically lower production costs by freeing up a significant amount of the design manager's time to focus on brand expression. Corbus helped to free up the marketing team's time to focus on strategic brand marketing. As a result, the client has decreased time-to-market, reduced waste, simplified processes, and reduced process costs. In addition, the overall quality of the design has improved. This quality assurance is acquired through a series of "re-looping" processes that continually maintain the client's brand integrity.

- ✓ Reduced artwork budgets by 20%
- ✓ Design manager's time freed up by 60%
- ✓ Marketing team freed up by 15%
- ✓ Improved speed-to-market by 20%
- ✓ Cost savings of 30% on production budgets