CPG PACKAGING: Getting It Right The First Time

There is no question that packaging is critical to success in CPG - it's where design, engineering, and marketing all come together to get the "pop" off the shelf that entices consumers to make a purchase. Despite its importance, the effort behind the scenes to collect packaging content is often underestimated. Here's how one manufacturer was able to build a foolproof workflow to make sure it got things right the first time - ensuring accurate, consistent, and regulatory compliant packaging content.

The Challenge

A prominent CPG company was having difficulty collecting the proper information for its packaging. With numerous product lines across the beauty, health, and personal care market segments, the company needed a solution that included the right balance of people, process and technology to fit its specific needs.

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The challenge, at the core, was a function of several elements:

• **Disorganized information** - A total of four teams were involved in creating packaging content, with as many as six teams responsible for verifying and approving the content.

• **Inefficient procedures** - With so many separate teams collaborating on generating this content, there lacked a repeatable process to ensure the information was collected consistently. And when the teams became geographically separated a result of company growth, the coordination costs compounded exponentially.

• **Lack of tools** - The existing process involved lots of email making it difficult to keep track of changes along the way. For example, the marketing team might change the order of ingredients, and without a system to notify each other of changes they were exposing themselves to potential legal action. There were simply too many moving parts for emailing to work.

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ENTER: Packaging Manager

> An experienced Packaging Manager new to the company noticed the missed deadlines and inefficiencies in the process and immediately began implementing a solution. "The biggest challenge was determining who was responsible for the information and who was signing off on it across the various teams," she noted. "I didn't have a clear sense of the workflow."

As the Packaging Manager pieced together the existing process, she took the initial step of creating a Packaging Information Form (PIF) to serve as a master document for each product. The PIF would then be emailed around to the relevant individuals accountable for inputting the correct information.

The process improvements were effective in orienting the manufacturer in the right direction, but things continued to slip through the cracks. The process still wasn't able to prevent changes to regulated data and emails were lost, slowing down the manufacturer's ability to launch new products or deliver updated content to its retail partners.

ENTER: Salsify

> "We were making progress, but needed something truly foolproof," the Packaging Manager recalled. "Salsify gives us what we need. **We have reduced the time and effort required to create and collect this information by 80%, and it ensures that we get the accuracy and consistency we need to put out great packaging.**"

• **Central location for information** - Salsify provides the disparate teams with a central platform to create, review, and approve packaging content. Because it is in the cloud, coordination amongst the teams and different locations is seamless.

• **Structured workflow** - The manufacturer also has an automated process through Salsify's workflow module, ensuring 100% accuracy and consistency. With Salsify's notifications feature, team members are now alerted when an action to input, review, or approve data is required.

• **Availability of tools** - Permission groups easily safeguard sensitive information from being altered, and the audit trail feature gives total visibility on any changes.

The manufacturer was up and running the day they signed up, including loading all existing packaging content so they had everything in one place. "Now that we are in different locations, having this capability in the cloud is a huge benefit for us**. Salsify has provided us with a lot of efficiency, transparency, and accountability. We're working together better, moving a lot faster, and getting it right.**"

> To learn more about Salsify, visit www.salsify.com or send an email to info@salsify.com