

MULTI-COLOR ASHEVILLE: TURNAROUND TIME



MARKET BACKGROUND

In the fall of 2015, Colgate's customer requested expedited consumer tests of four new hand soap variants to determine viability for the 2016 portfolio.

THE CHALLENGE

Due to the urgency of the testing needs, Colgate required label delivery within seven days to satisfy their timeline. Exacerbating the situation, Multi-Color did not have the necessary artwork, tooling, and materials to produce these items upon order entry.

THE RESULTS

The team worked closely with our pre-press department so they could get on press quickly after receipt of the final art files. The Asheville team was able to print and ship these labels six days after receipt of the order, effectively meeting the client's schedule. Colgate was extremely pleased with the aesthetics of the labels and our ability to produce them within an unusually short and demanding timeline. Most importantly Colgate received the positive feedback from their consumer testing and will be including all of these items in their 2016 portfolio.

