



SUPPLY CHAIN STREAMLINED, COSTS REDUCED

Catalog Retailer Case Study

LVI was engaged with a national catalog retailer in the production of point of sale material produced both digitally and offset. Quantities tended to be very small with a high unit cost, and speed to market a priority. LVI worked with individuals within this retail company to better understand their needs both short term and long term.

CHALLENGE

Find a way to drive cost from the process of producing both digital and offset appropriate quantities while improving speed to market.

SOLUTION

LVI developed a technology and workflow print optimization solution that automated the job processing, proofing, and press arrival associated with selected Brookstone jobs. This solution includes a Web portal that allows for job submission, proofing and reporting.

RESULT

An analysis of pieces done under a non-optimized workflow showed a total of 45,970 pieces printed at an average unit cost of \$.95/unit. The optimized workflow solution has resulted in 12,951 pieces produced at an average unit cost of \$.34/unit. This is a savings of 64%.

The annualized savings is projected to be more that \$150,000. The time to market has been reduced by an estimated 20%.