

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

Colgate required label delivery within seven days to satisfy their production timeline. Exacerbating the situation, Multi-Color did not have final artwork, tooling, and materials to produce these items upon receipt of the initial order.

THE RESULTS

The Colgate personal care team worked around the clock with our commercial team and pre-press department so they could get on press quickly after receipt of the final art files. The Asheville team was able to then print and ship out 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 expedited consumer testing and all four new items were included in their 2016 portfolio.

