

MULTI-COLOR NORWOOD, OHIO: TOTAL PACKAGING SOLUTION

BACKGROUND

A large CPG customer was in the process of starting a near-site bottle production facility to support their largest production facility. They were looking for a label solution that would allow their bottle supplier to not only manufacture the bottle but to apply the labels as well. The bottle supplier would supply a finished packaged to our CPG customer.

THE CHALLENGE

The CPG Company has a very large diverse business. The business is comprised of high and low volume items with a tremendous amount of different bottle shapes, sizes, and brands. They needed one label supplier that could offer one label technology that would fit their entire line-up of products. In addition they needed label application equipment to apply the labels to the containers.

MCC SOLUTION

MCC worked closely with the CPG Company and the bottle manufacturer to develop a Heat Transfer label solution that would work for every shape, size, and brand. Not only did MCC develop and supply labels to them, we also designed 4 custom manufactured Heat Transfer decorators to apply every label. A total system solution.

THE RESULTS

The label and machine solution provided by MCC allowed for a seamless "one pass" operation that allowed the bottle to be produced and the label applied in one process. Thereby streamlining their productive output and improving their total applied packaging cost.

