LOFTWARE CASE STUDY

The Procter & Gamble Company

Introduction

This case study of The Procter & Gamble Company is based on an April 2017 survey of Loftware customers by TechValidate, a 3rd-party research service.

> " "Loftware is a reliable partner, providing leading-edge labeling solutions along with outstanding services and support."

Challenges

The Procter & Gamble Company purchased Loftware to help meet customer labeling requirements and reduce the time-consuming manual processes required for labeling. They were also looking to reduce label costs and be more responsive to make labeling changes faster.

Use Case

By implementing Loftware, the Procter & Gamble Company was able to streamline their warehouse management and shipping by purchasing Loftware.

Results

As a result of deploying Loftware, Procter & Gamble was able to reduce the costs required to manage and maintain multiple label systems while improving label accuracy and reducing costly errors.

Procter & Gamble is now better equipped to address customer requirements by improving the handling of requirements such as content, barcodes, images/branding, formatting, and languages. Overall P&G also improved overall responsiveness to customer labeling changes.

Loftware's enterprise integration allowed P&G to eliminate manual labeling efforts, make label changes quickly, and increase visibility over the entire labeling process.

Company Profile

Company:
The Procter & Gamble Company

Company Size:
Global 500

Industry:
Consumer Products

About Loftware

Loftware is the global market leader in Enterprise Labeling and Artwork Management solutions with more than 5,000 customers in over 100 countries. Offering the industry's most comprehensive digital platform, with SaaS, cloud-based and on-premise solutions, Loftware redefines how enterprises create, manage and print complex labeling and packaging artwork and scale across their operations. Loftware enables customers to uniquely meet regulatory mandates, mitigate risk, reduce complexity, ensure traceability, improve time to market and optimize costs as they meet customer-specific, brand, regional and regulatory requirements with unprecedented speed and agility.

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