

# McCormick

## Introduction

This case study of McCormick is based on a May 2019 survey of Loftware customers by TechValidate, a 3rd-party research service.

“Loftware offers the industry’s leading solution for supply chain labeling and provides unmatched services and support.”

“Standardizing on Loftware has reduced labeling complexity and saved us money.”

## Challenges

McCormick was challenged by the time-consuming manual processes they encountered daily and needed to find a way to eliminate the costly labeling errors inherent with this approach. They were managing multiple labeling solutions and needed to find a way to automate and standardize their labeling across their enterprise.

The company was also faced with meeting complex customer requirements and evolving regulations, as well as eliminating delays and downtime due to their current labeling solution.

Finally, McCormick was finding limitations of labeling within their existing enterprise applications and needed a solution that could support the company’s impending growth and offer labeling consistency.

## Use Case

By deploying Loftware, McCormick was able to simplify label design and empower business users to update labels. They also were able to improve traceability across the supply chain while streamlining manufacturing, warehouse management, shipping, and distribution.

## Results

McCormick was able to integrate Loftware with SAP to leverage validated sources of record for labeling.

Standardizing on Loftware allowed them to reduce costs of managing and maintaining multiple label systems and they were better equipped to address customer requirements. They also were able to stay compliant with evolving regulations to avoid supply chain disruptions and reduce the risk of costly fines.

The company reported that the payback period on their investment in Loftware was less than a year.

### Company Profile

Company:  
**McCormick**

Company Size:  
**S&P 500**

Industry:  
**Food**

### 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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