Shure Incorporated

Introduction

This case study of Shure Incorporated 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

Shure faced a range of issues before they deployed Loftware's labeling solution, including:

- Time-consuming manual processes
- Meeting complex customer labeling requirements
- Complying with regulations
- Eliminating delays and downtime due to labeling
- Avoiding costly labeling errors
- Supporting company growth and labeling consistency
- Maintaining multiple labeling solutions
- Limitations of labeling within existing enterprise applications

Use Case

Shure uses Loftware to:

- Simplify their label design and empower business users to update labels
- Improve traceability across the supply chain
- Streamline shipping
- Streamline distribution

Results

Shure was able to reduce the costs to manage and maintain multiple label systems while improving label accuracy and reducing costly errors. Shure was better able to scale to new locations because of easier deployment to meet their business growth.

Shure was also better equipped to address customer requirements by improving the handling of requirements such as content, barcodes, images/branding, formatting and language. As a result, they increased their responsiveness to customer labeling changes and were able to stay compliant with regulations. Shure also avoided supply chain disruptions or stoppages

By integrating with their ERP system, Shure eliminated manual labeling efforts, supported additional expansion to new locations, removed the risks of maintaining label data outside of their enterprise applications, and increased visibility over the entire labeling process.

Company Profile

Company:
Shure Incorporated

Company Size:
Small Business

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.

Learn More:

 Loftware

Source: Robert Feiss, Engineering Director, Shure Incorporated

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