

# Cott Co. Uses Loftware to Stay Compliant with F&B Regulations and Avoid Costly Fines

## Introduction

This case study of Cott Corporation 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

Cott Co. implemented Loftware to help meet complex customer and regulatory labeling requirements. The company was also challenged with time-consuming manual processes and avoiding costly labeling errors inherent with manual labeling.

Cott Co. had been maintaining multiple disparate labeling solutions and was experiencing delays and downtime due to the existing solution. They were looking for a solution, which could help ensure compliance, support the company's growth and offer accurate and consistent labeling as they scaled their business.

## Use Case

By implementing Loftware, Cott Co. was able to streamline their manufacturing, warehouse management, shipping and distribution operations. With their new standardized Loftware labeling solution, they also were able to simplify label design and empower business users to update labels without requiring costly and scare IT resources.

## Results

In addition to being able to meet regulatory requirements, avoid costly fines and supply chain disruptions, Cott Co. was better equipped to address customer requirements. This included improving the handling of requirements such as content, barcodes, images/branding, formatting and language. The Loftware solution enabled the company to offer better responsiveness to customer labeling requests and changes, improving customer relationships. It also enabled them to reduce the number of label templates by more than 80%.

Cott Co. integrated Loftware with their enterprise business applications to eliminate manual labeling efforts and remove the risks associated with maintaining label data outside of their enterprise applications. In addition to helping Cott Co. improve labeling accuracy and reduce occurrences of mislabeling by more than 80%, the integrated Loftware solution helped the company scale their labeling to new markets to meet their business growth. All of these aspects resulted in significant cost savings with the company recouping their investment in Loftware in less than one year.

### Company Profile

Company:  
**Cott Corporation**

Company Size:  
**Large Enterprise**

Industry:  
**Beverage**

### 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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