

# PepsiCo Realizes Cost Savings with Loftware Enterprise Labeling

## Introduction

This case study of PepsiCo 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

PepsiCo enlisted Loftware to help overcome a variety of labeling challenges that were critical in maintaining operations. They included meeting complex customer labeling requirements, supporting company growth, and labeling consistency and to address limitations of labeling within existing enterprise applications.

## Use Case

PepsiCo was able to use Loftware’s Enterprise Labeling Solution to streamline their manufacturing operation.

## Results

After implementing Loftware’s Enterprise Labeling Solution, PepsiCo was able to realize some substantial cost savings and other benefits. They standardized on Loftware to reduce the associated costs involved in managing and maintaining multiple label systems. They also were able to improve label accuracy to reduce costly errors.

In addition to the cost savings they realized, PepsiCo was also better equipped to address customer requirements by improving the handling of requirements such as content, barcodes, images / branding, formatting, and language. Loftware’s enterprise integration allowed PepsiCo to make label changes quickly and avoid mislabeling errors. This enabled better responsiveness to customer labeling changes. It also removed the risks of maintaining label data outside of my enterprise applications.

The Loftware implementation enabled PepsiCo to stay compliant with regulations & industry standards and avoid supply chain disruptions or stoppages. It also helped PepsiCo scale labeling to meet business growth. The investment, which only took the company 6 to 12 months to recoup, reduced occurrences of mislabeling and the number of label templates both by over 80%.

### Company Profile

Company:  
**PepsiCo**

Company Size:  
**Global 500**

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.

**Learn More:**

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