

CASE STUDY

Brand point management in action:

Schawk has a Pan-European solution for a major pharmaceutical company

The quick story. Schawk helped a global pharmaceutical company consolidate all of its European packaging artwork services across four plants in four countries, serving all EMEA markets. The client engaged Schawk as sole vendor and realized significant time and cost savings while improving the quality of packaging that must adhere to strict regulatory standards. Schawk oversaw the integration with the client's proprietary workflow system, and now functions as an extension of its packaging team, with Schawk employees operating both on-site and off-site. Artwork development rapidly has become the slickest phase of the client's packaging process; before, it had been the most problematic.

The Client Challenge

The client's four principal plants in Europe had managed the packaging process locally, using four distinct regional processes and multiple artwork suppliers for each plant. There was a significant lack of standard working practices, so too much time was being lost in the artwork phase and inefficiencies within the process meant that costs were high. The high number of external suppliers involved across the region also meant there was greater risk of quality incidents.

These were the inherited challenges, but any solution posed its own new challenges. A full European rollout required satisfying everyone's expectations within one workflow solution, no longer managing the expectations of four clients individually. Furthermore, the plants had all worked differently for many years, and some of their idiosyncratic ways of working could not disappear overnight. Schawk had to be sensitive to the operational, cultural and linguistic nuances of plants in four different countries and strike a balance between process consistency and attention to nuances of service style.

The Schawk Solution

Schawk developed a Pan-European packaging workflow process. Appointed as the sole artwork and premedia supplier, Schawk put in place a team of on-sites within the client's European packaging services hub and created a dedicated Life Sciences production team at one of Schawk's own UK sites. This allowed Schawk to develop processes and quality systems and to create a culture within Schawk specifically focused on the needs of the pharmaceutical sector. Effectively, Schawk functioned as an extension of the client's own packaging team and quickly realized significant increases in right-first-time scores across all European packaging.

A vital component in Schawk's successful collaboration with this client was the establishment of a production resource capacity that specializes in the pharmaceutical sector but also can flex to manage large fluctuations in volumes of activity – often using Schawk's Asian offices for 'round-the-clock work on deadline. The shift from servicing one site to four meant a quadrupling in activity levels, necessitating a scaled-up production team that can handle peak cycles from distinct plants, even when they don't coincide.

The Shopper Experience

The client in the pharmaceutical realm has different needs and demands than a packaged-goods consumer, but Schawk meets those demands with equal skill. The client must be confident that product information is correct, and Schawk's processes significantly improve the dependability of this crucial information, across languages and geographies. Increasingly, too, as patents expire and the sector becomes more competitive, drug packaging emphasizes aesthetics, such as highly designed packs reflecting sophisticated, multi-media marketing plans. Schawk's workflow processes and design and premedia expertise ensure that brand mandates are carried out precisely.

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The Brand Point Management Difference.

This client exemplifies Schawk's singular talent at unifying workflow processes and ensuring quality across broad geographies and diverse cultures. The client's management now has full visibility of all artwork developed within the packaging process across Europe. Costs have been reduced, work quality and timeliness have increased. In short, Schawk's well-established Life Sciences artwork solution offers the perfect model for pharmaceutical and life sciences clients who are looking for a supplier who can match the client's own aspirations for delivering artwork packaging through an efficient and consistent process fully aligned to the standards demanded by the pharmaceutical industry.

SCHAWK!TM

Schawk, Inc., (NYSE:SGK), is a leading provider of brand point management services, enabling companies of all sizes to connect their brands with consumers to create deeper brand affinity. With a global footprint of more than 48 offices, Schawk helps companies create compelling and consistent brand experiences by providing integrated strategic, creative and executional services across brand touchpoints. Founded in 1953, Schawk is trusted by many of the world's leading organizations to help them achieve global brand consistency. For more information about Schawk, visit <http://www.schawk.com>.

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