

Creative Labels of Vermont Shows Profitable Growth With Label Traxx

CASE STUDY:

How Label Traxx's suite of products helps label converters reduce changeovers, digitally manage artwork, enable customers to self-serve, and provide crucial real-time inventory and production data.

Fast Facts

The Customer:

Creative Labels of Vermont (CLOV) is a label printing company founded in 1983. From their meager beginnings with 3 staff, they have bloomed to 40 employees serving the food, beverage, wine, beer and spirits industries. The company operates four flexo presses and two HP Indigo WS6900 digital presses.

CLOV President Dwane Wall encapsulates the company's mission:

"Many of our customers are entrepreneurs trying to make an American dream come true. They are artisan craft beer makers or family members turning Aunt Jane's jam recipe passed through the generations into the next success story.

Making dreams come true is at the heart of what we do, and everything we use to get there—our press equipment, our people, and our software—are all selected to help achieve this goal."



The Challenge

Management at CLOV wanted to modernize the business by pulling together siloed systems and data and removing inefficient processes to stay competitive and keep a healthy, happy team.

Their top goals included:

- Automating manual systems to support efficient growth
- Collecting data for analysis and business intelligence
- Increasing profitability

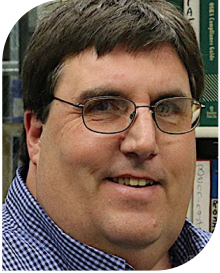
Three areas were deemed as critical to address these challenges. The team need to improve:

- Day-to-day management of business activities, orders, and supply chain management through an ERP system
- Artwork management
- Data capture and analysis

ERP Systems

The journey to solve their challenges began with finding the right ERP solution.

CLOV President Dwane Wall explains:



“Over the years, we attempted to move from manual processes to digital, trying four different ERP solutions with miserable results. We were continually burned by sales promises that failed to deliver when we implemented the software. 🙄”

Artwork

Chasing and tracking proofs is a complex and time-consuming process. Without an efficient digital system, frustrating and costly errors are all too frequent. As Dwane explained to Label & Narrow Web in 2021:

"(It used to be) everyone would get a proof, FedEx that proof, and handle it in a sneakernet type process. Everyone would name files differently, and we would often print the wrong label. I knew there was a better way to do it. But I just didn't know what it looked like."

Data

Strategically quoting customers and inventory forecasting is daunting, if not impossible, feats without capturing and having the ability to interpret your data quickly. Data informs markups, keeps you ahead of materials, and gives you records when it comes time to sell your business or call for investors.



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As Dwane recalls:

"We needed guidance to get us through the reorder cycle to refill inventory levels, particularly during supply chain issues and during backlog times."

Label Traxx Suite of Products

Making More Stuff, Faster

Determined to find the right solutions to modernize CLOV, Dwane recounts:

"We came to Label Traxx around 2010, initially using them for estimating, order entry, shop floor, data, and SKU management—basically everything related to 'getting the job in the plant'.

Over time, Label Traxx expanded their portfolio of solutions. We can now put the right job on the right machine in the right order to be as efficient and as profitable as possible.

We produce work quicker. We get it to customers faster. And we make more money doing it."

Batched - Reducing Changeovers

Label Traxx MIS integrates with **Batched** for automated planning and scheduling, allowing converters to improve management at the press level. The software uses an advanced algorithm that enables profitability and customer responsiveness that is not possible for a person to configure alone. This information is available in REAL-TIME, which helps prevent backlogs and allows converters to be as efficient and profitable as possible.

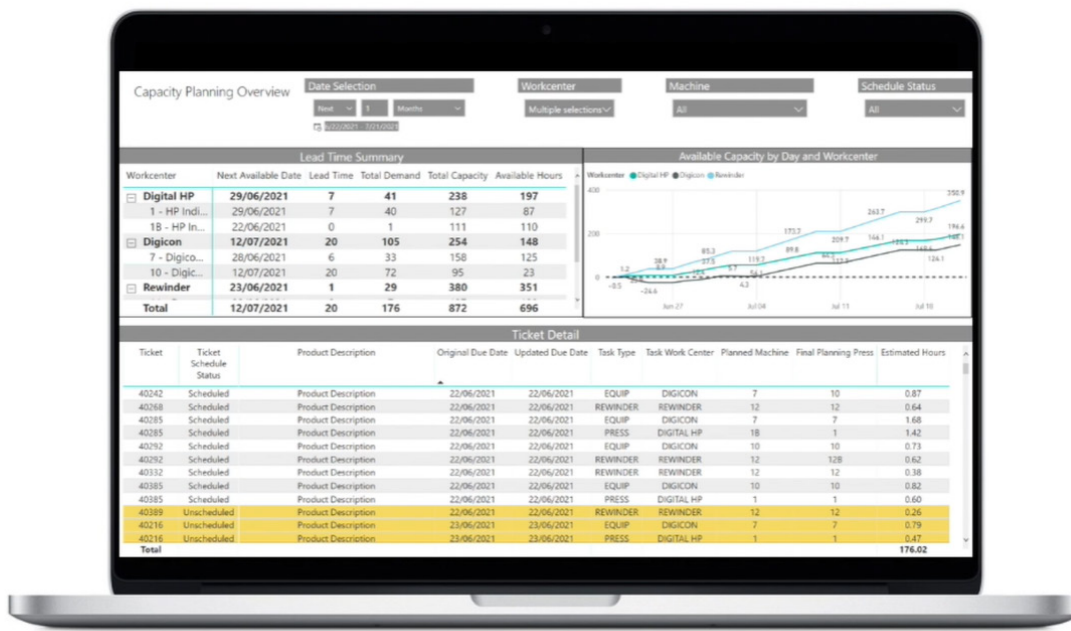
Label Traxx MIS President Rob Mayerson explains:



“It’s an impossible task for a human to consider all the variables necessary to produce an optimized production schedule in real-time that balances customer requirements.

Our collaboration with Batched gives our customers cutting-edge technology to generate an automated and optimized schedule. ”

Capacity Planning for every machine



Batched for Label Traxx

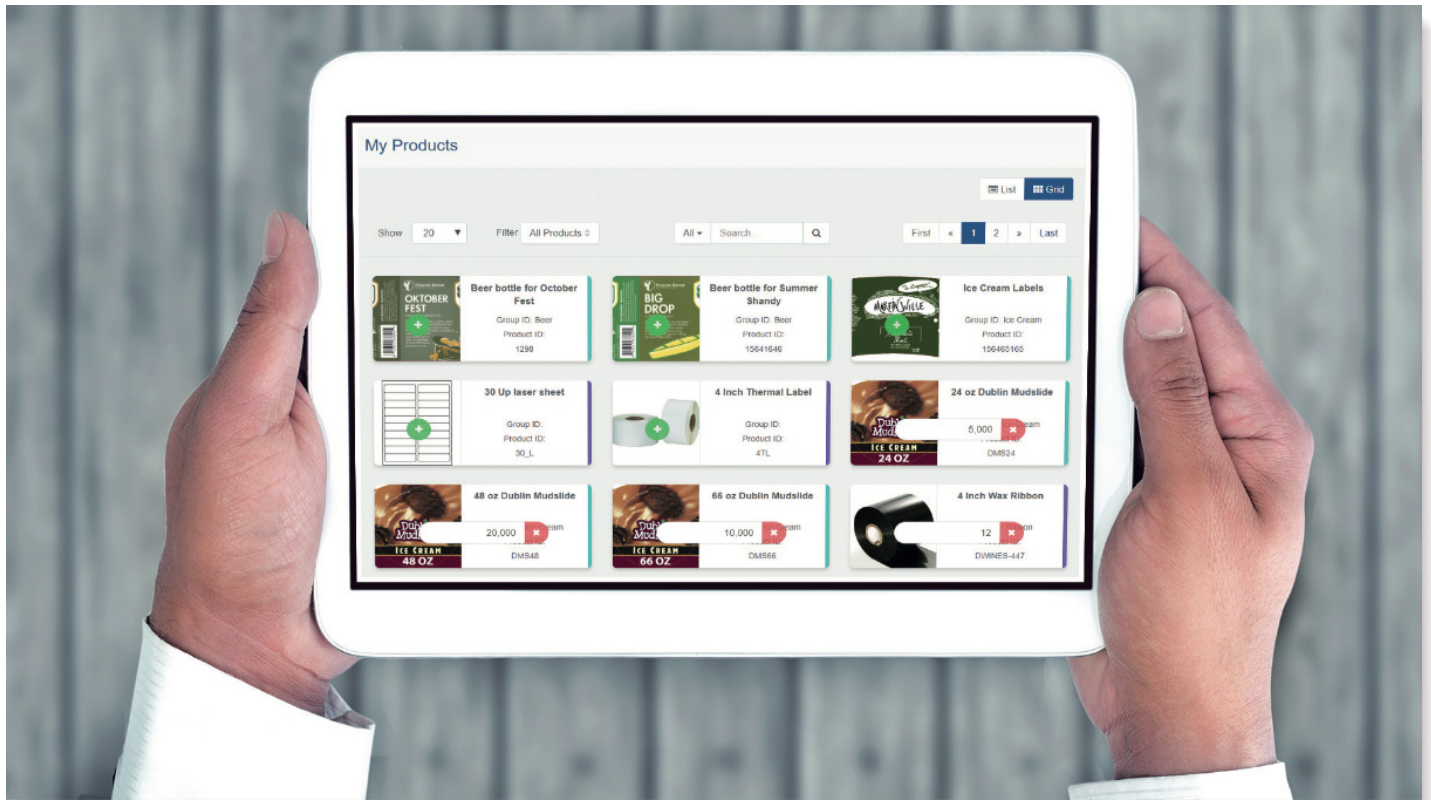
Siteline - Artwork Management

CLOV uses HYBRID to automate and manage prepress functions. HYBRID integrates nicely with Label Traxx, which then automates updating graphics renditions. These updates mean the latest and greatest versions are always readily available for plating or digital printing.

This system further ties in beautifully into **Siteline for Label Traxx**. Siteline is a customer-facing interface where customers can review their products and associated artwork, check order status, track shipping, and view order history. Customers can self-serve 24-7 to place orders, approve art, and more, speeding up the process and reducing errors and the burden on staff for chasing approvals.



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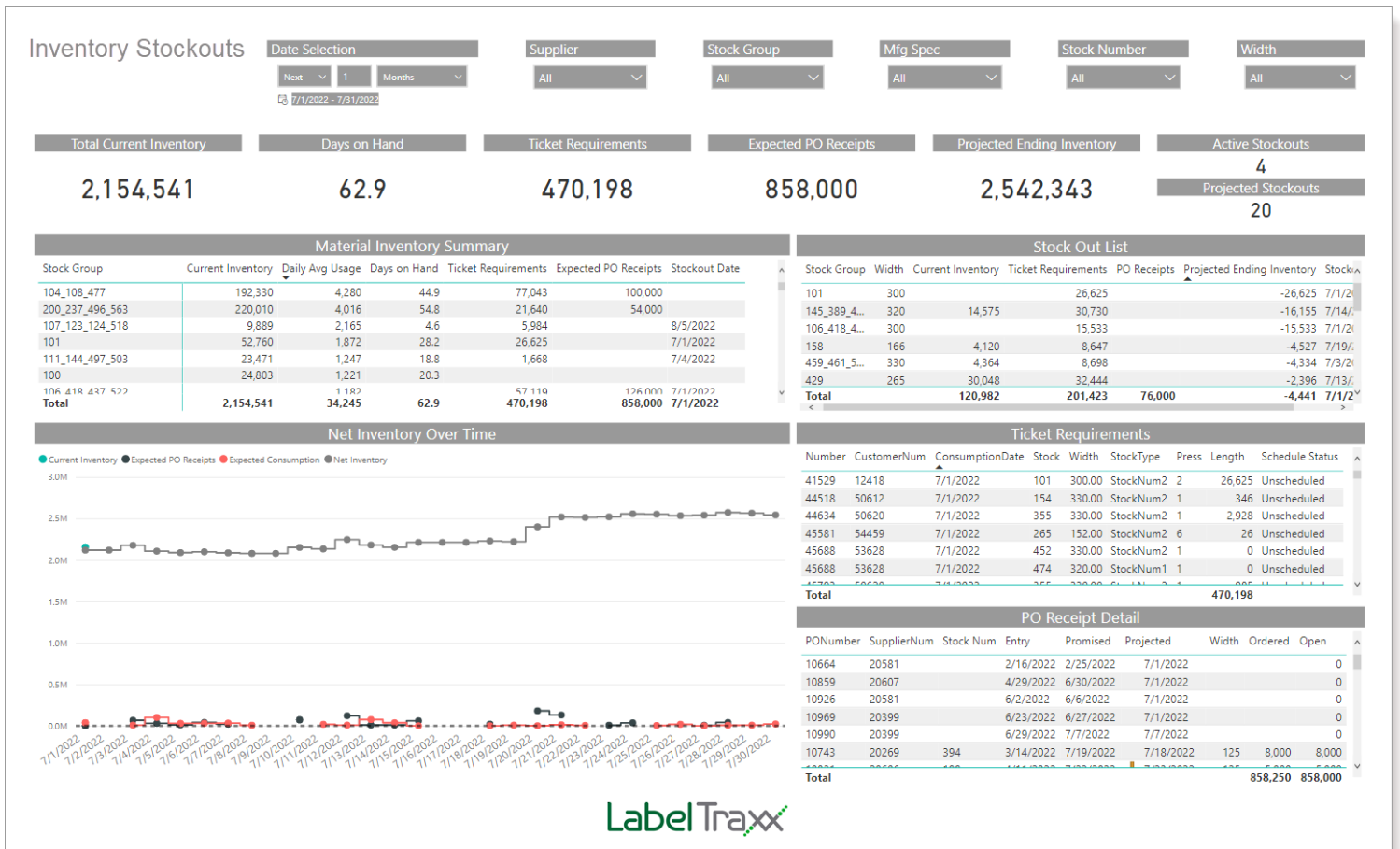


Siteline for Label Traxx

Inventory Forecast Reporting - Real-Time Data

Label Traxx has a habit of listening to its customer base and being willing to update with features that make life easier. Inventory Forecast Reporting is a case in point, responding to supply chain disruptions experienced by their customers. This type of reporting is a powerful tool Batched can generate using historical inventory and production data available in Label Traxx.

Batched can parse data out in a valuable way to let label converters know what volumes of material will be required and when. This guidance helps them through the reorder cycle of repurchasing.



Sample Inventory Forecast Report

Inventory planning reports give users a granular view of their stock. They receive alerts on such things as:

- Current inventory
- Average daily usage based on historical data
- The number of days of stock they have on hand
- Expected receipts of stock based on POs and expected stockout dates

This reporting also allows customers to view any stocks below safety stock at a macro level without offline analysis. With stock being such a big concern in the market, the ability to quickly resolve issues by substituting stocks or using different width rolls has been invaluable.

Results with Label Traxx

Dwane and the CLOV team are reaping the benefits of a robust suite of label-converting products. Over the past 12 months, their total sales and gross profit have seen **double-digit increases**. Machine utilization is markedly up, and material waste numbers are way down.

With Label Traxx, Creative Labels of Vermont can:

- Better manage and run their business
- Increase profits
- Track production performance in real-time
- Report on key metrics

And getting started with Label Traxx is much easier than you'd expect. Dwane recalls:

"Label Traxx and subsequent enhancements were the most organized, painless, and structured software implementations I had ever seen. It was very logical and supportive. It was introduced in digestible bites and didn't occupy many work days."

Attractive Business Model

CLOV's willingness to implement modernized processes and industry game-changing software not only put them on a sharp upwards trajectory but made them extremely attractive to players looking to acquire companies. Batched helped them in the due diligence process to prove that their tools and software were profitable and scalable. They were deemed so attractive that their entire team was retained in the purchase.

When asked what Dwane would tell other label converters considering the Label Traxx suite of products, he quipped:

"The only mistake they're gonna make is not trying it."



ABOUT LABEL TRAXX

For the past 30 years, Label Traxx has helped hundreds of label converting businesses modernize their operations. Now, through an innovative suite of products, including Batched and Siteline, Label Traxx is a powerhouse of technology and support that helps companies scale and grow without compromising profitability.

Whether your focus is preparing for sale, attracting investors, or streamlining to stay ahead of the competition, Label Traxx helps you formulate a growth plan and improve the professionalism of your label converting business.

If you're interested in working with industry-leading technology and consulting partners, request a demo today!

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