

## CASE STUDY

# Smartshoring™ in Action

**CLIENT** Erno Laszlo **AGENCY** Salt Studios

## CHALLENGE

To revamp a disorganised freelance in-house packaging art/mechanical effort for Erno Laszlo's 1400 SKUs of primary, secondary and gift combo packages into a streamlined, organised and dedicated team.

## ELIMINATE

"bounce back" files from printers, i.e., material set up incorrectly requiring revision and causing delay.

## DECREASE

the number of rounds before approvals by improving operator knowledge of brand guidelines.

## SERVICE DELIVERY

- Flexible, dedicated AI packaging team built to accommodate peak and slower periods
- Decreased the number of amends required through immersion into Erno Laszlo's brand guidelines to achieve product uniformity and consistency
- Revamped the library/catalogue system for organising assets, reducing delays and rebuilds



## RESULTS

Integrated, flexible AI/QC team built in

**30** days

Immediate speed-to-market deliveries realised

**100%**

Reduction in bounce-backs and revised files

## TESTIMONIAL

"Amnet has the rare ability to immediately identify the proper talent and procedures needed to build a team that satisfies a client's or brand's production needs. It is difficult to quantify the benefits of such ability but it is undoubtedly an essential part of our success at Erno Laszlo and other packaging clients."

**Larry Bachmann**

Cross Media Specialist, Salt Studios



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