

CASE STUDY

Smartshoring® in Action

BRAND 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

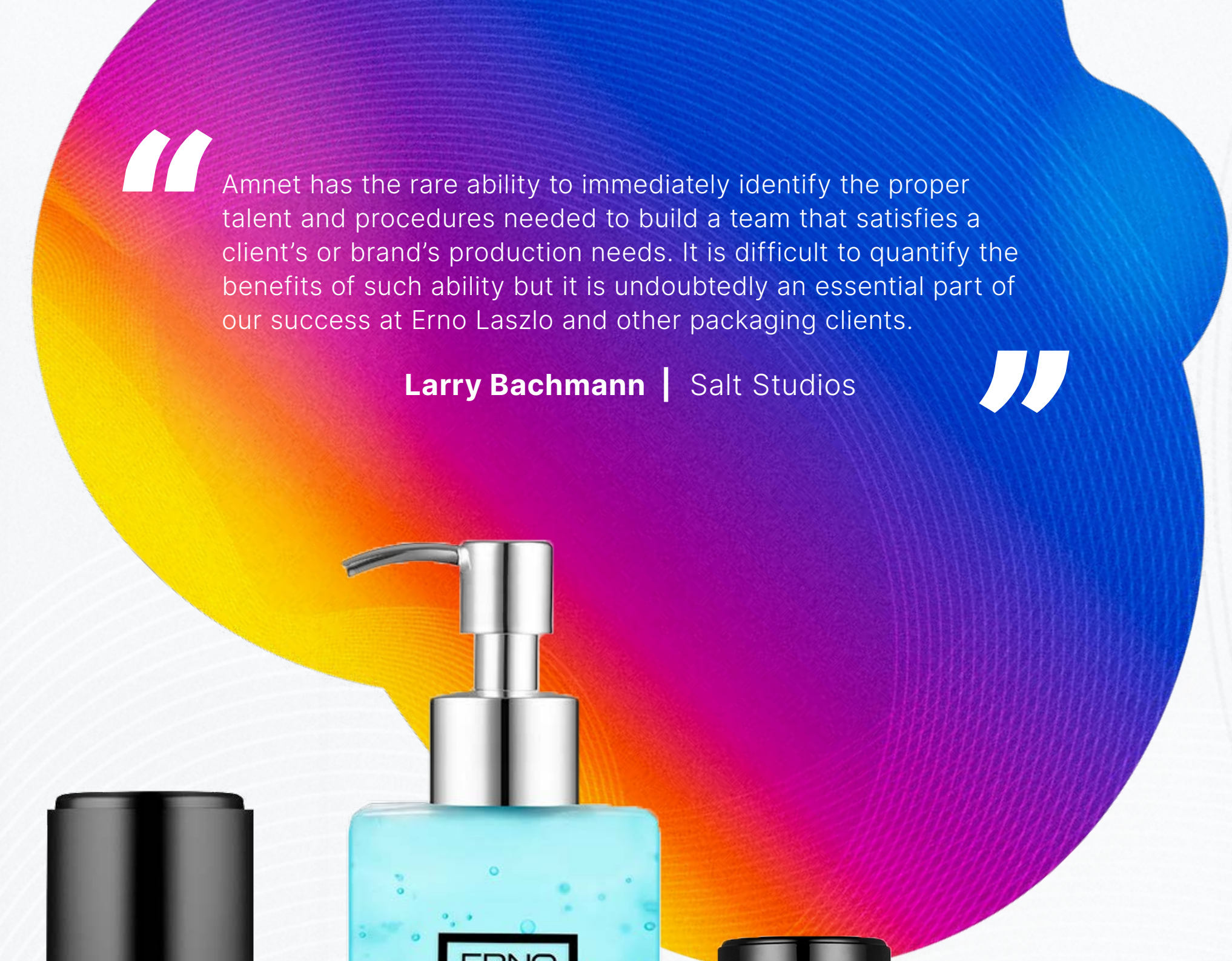
30

days taken to build integrated, flexible AI/QC team

100%

Reduction in bounce-backs and revised files

Immediate speed-to-market deliveries realised



“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 | Salt Studios



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