Streamlining Success:

A 17-Year Journey in Optimizing Artwork Management for a Global Industry Leader in Oil and Lubricants.

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40%
Reduction in Time-to-Market

4x
Increase in Label Production

150
Software Monthly Active Users

17
Years of Collaboration

In the intricate landscape of the chemical consumer goods sector, launching a product in new markets poses a complex challenge. Multinational companies grapple with ever-evolving regulations, diverse languages, and the imperative of transparent packaging to meet consumer demands. One global industry leader, born out of a strategic merger in 1999, excelling in both upstream and downstream sectors with operations in over 200 countries, faced a prominent hurdle that lead to their partnership with R-stream to streamline artwork management for oil and lubricants packaging.

The European, Middle Eastern, and African (EMEA) branch of this industry giant found itself amidst a daunting task – managing 18,000 label designs, accommodating 31 languages, and navigating the legal intricacies of 37 countries. The challenges extended beyond sheer volume; they grappled with a complex regulatory landscape, intricate local laws, and the ever-present risk of non-compliance. At the genesis of their artwork management journey, the struggle was palpable – post-it notes adorned walls, email exchanges and Excel documents facilitated communication, and manual tasks dominated the process.

This is where R-stream entered the narrative. Positioned as a quality labeling and packaging artwork management service, R-stream specializes in volume-adapting label and packaging artworks to meet the unique demands of any EMEA language in CLP regulation. Their mission was clear – to alleviate labeling burdens and enhance speed-to-market by optimizing artwork management processes. The collaboration between R-stream and the global industry leader would go on to define success in the realm of artwork management.

The Genesis: A Shift from Manual to Streamlined Processes

The initial challenges faced by the client painted a vivid picture of manual chaos. From post-it notes to Excel documents, the organization struggled with a decentralized approach that hindered adaptability and introduced considerable risk. The R-stream team recognized the need for a transformative solution that would not only streamline the existing processes but also pave the way for sustainable growth.

Organizing Manual Tasks

The transition from manual tasks to an automated workflow was a paradigm shift. R-stream's dedicated team of label analysts, software developers, graphic designers, and customer service experts meticulously analyzed the existing processes. The objective was clear – organize manual tasks, eliminate inefficiencies, and establish a foundation for scalable and adaptable artwork management.

Centralizing Information

The heart of the challenge lay in the decentralized nature of information. With label designs spread across various files and documents, the risk of inconsistencies and errors was ever-present. R-stream's solution involved the development of a custom software that not only centralized information but also provided a high-level overview of all labels managed in one place. The adaptability of the software ensured harmony, even in the face of the client's complex organizational structure involving more than 20 steps in the approval chain across multiple departments.

Reducing Risk of Non-Compliance

Navigating complex regulatory landscapes, local laws, and diverse recycling icons required a nuanced approach. R-stream's software, tailor-made for the client, embedded rules to guide users through the briefing section. This not only streamlined the input of necessary information but also ensured compliance with diverse regulations. The software became a guardian of labels, maintaining stability and consistency despite the high rotation of staff within the multinational client.

Managing Complexity in EMEA

The complexity of the EMEA region posed a multifaceted challenge. Different countries demanded different adaptations, from language requirements to specific recycling icons. R-stream's software proved to be the key to managing this complexity. It was coded as an extension of the client's labeling needs, essentially transforming R-stream into an external department for the multinational client. The adaptability of the software to different regions ensured scalability and harmony in the face of diverse regulatory environments.

The Collaborative Journey: From Process Analysis to Continuous Improvement

The success story wasn't just about implementing solutions; it was a journey of collaboration that spanned 17 years. R-stream's approach was comprehensive and tailored, addressing each facet of the client's challenges.

Key Factors in Choosing R-stream

The multinational client chose R-stream for a set of compelling reasons. The expertise of their label analysts, software developers, graphic designers, and customer service team played a pivotal role. The commitment to delivering tailored solutions, backed by the experience of managing artwork for a global leader in oils and lubricants, established R-stream as the partner of choice.

Continuous Improvement: Data and ongoing training

The collaboration wasn't a one-time fix; it was an ongoing commitment to continuous improvement. R-stream instituted dashboards and data analysis that provided a real-time overview of the client's processes. This transparency empowered the client to identify slowdowns and inefficiencies across departments. Monthly enhancement meetings became a cornerstone of the collaboration, facilitating the review of processes, implementation of automated features, and addressing emerging challenges.

Integration and Efficiency

The software wasn't just a standalone solution; it seamlessly integrated with R-stream's graphic design software. The briefing fields, filled by clients and verified by our project managers, were streamlined to respond to fields within the design software. This integration significantly enhanced speed and efficiency, reducing the time-to-market by 40%. The collaborative approach ensured that the software evolved in tandem with the client's needs, becoming a dynamic tool for process optimization.

Responsive and Proactive Team

The success of the collaboration hinged on the responsiveness and proactivity of the R-stream team. Limiting the number of clients allowed R-stream to focus on serving giants simultaneously at high quality. This approach facilitated consistency, minimized unnecessary fields and flows, and ensured a rapid response to the client's evolving needs.

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Measurable Outcomes:
Beyond Numbers, A Long-Standing Partnership

The impact of the collaboration was not just measured in percentages; it was witnessed in the longevity of the partnership and the tangible improvements in efficiency.

40% Reduction
in Time-to-Market

Efficient processes translated into a substantial 40% reduction in time-to-market. The streamlined workflows, automation of manual tasks, and real-time monitoring empowered the client to respond swiftly to market demands.

4x Increase
in Label Production

The collaboration didn't just optimize existing processes; it catapulted label production to new heights. A fourfold increase in label production showcased the scalability and adaptability of the solutions provided by R-stream.

150 Software
Monthly Active Users and 17 Years of Collaboration

The software, designed with user-friendly interfaces and a commitment to continuous improvement, attracted 150 monthly users. The 17-year collaboration was a testament to the stability and reliability R-stream brought to the client's artwork management processes

A Dedicated Team: The Backbone of Success

Behind every success story lies a dedicated team, and R-stream's collaboration with the multinational client was no exception. With a team of software developers, studio designers, and project managers, the collaboration thrived on expertise, commitment, and a shared vision for success.

Continuous Training and Rule Books

Understanding the challenges of staff turnover within large organizations, R-stream took a proactive approach to ensure continuous learning. Regular training sessions empowered clients to optimize software use, fostering efficiency even as staff knowledge evolved. Additionally, the development of label rule books became a go-to resource, ensuring consistency and serving as a knowledge repository for label and packaging guidelines.

Conclusion: Empowering Success, One Label at a Time

The story of R-stream's collaboration with a global industry leader in oils and lubricants is more than a tale of streamlined processes and measurable outcomes.

Elevate Your Artwork Management, Ignite Your Success!

Embark on a transformative journey with R-stream and revolutionize your artwork management processes. Don't let the complexities of global expansion hinder your growth. Our proven track record, innovative solutions, and dedicated team are ready to empower your success. Experience a 40% reduction in time-to-market, a fourfold increase in label production, and the stability of a 17-year collaboration.

Let R-stream be your partner in navigating the intricate landscape of artwork management in EMEA. Contact us today at sales@r-stream.eu and discover how we can tailor our expertise to elevate your brand, streamline your processes, and supercharge your success. Unleash the power of efficient artwork management – because every label tells a story, and yours deserves to be extraordinary.