

HOW BJ SILKSCREEN INCREASED LABEL LIFE BY 90% FOR OUR CUSTOMER

THE PROBLEM

A company came to us with the problem that the printed design on their glass bottles was getting distorted, smudged and rubbed off during the supply chain handling from packing, shipping and into the customer's hands. They needed the design to stay in perfect condition up to the time of customer use.

THE DETAILS

Our customer was seeing the designs printed on their bottles getting severely damaged during the process of being packed into their shipping contains, during the shipping, while being removed and added to store shelves and when the end consumer purchased from the store and brought them home.

Literally 10 out of 100 bottle designs were getting damaged!

OUR SOLUTION

We took a look at their supply chain, how the bottles were handled, the environment, climate and the product contained in the bottles.

Based on these factors we realized that the printing application of the design was not appropriate for their conditions and simply needed a strong ink application.

“10% of product damaged is completely unacceptable!”

We educated the customer on the problem, why product was getting damaged and how our proposed application would significantly reduced damaged designs.

THE RESULT

We completed our printing application on their bottles and let them run through their lifecycle of packed from our facility to being used by the customer.

Our customer sampled the printed runs at each stage of the supply chain to quality check the work.

Not only did the damage reach a point of nearly 0 any damage that did occur was minimal and occurred during product mishandling on the retail unpacking side.

Damaged designs went from 10% down to 1%!

This was a Huge Boost to their bottom line.

THE DESIGN



To learn more about how we can help you

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BJ Silkscreen
Bottle printing & decorating