

Standardizing GS1 Labels and Streamlining Vendor Selection for a CPG Manufacturer

The client is a food manufacturer and distributor of frozen Southern-style baked products. Their primary products include hushpuppies, sweet potato casseroles, and twice baked potato casseroles.

With the food industry heading toward enhanced traceability and several customers already making new requests, the client wanted to get ahead of the coming requirement changes. The current labeling solution could not be enhanced to meet the expected requirements of enhanced traceability. The client requested an assessment to understand the technology and process changes required to meet these traceability requirements.

The client engaged Clarkston's traceability experts to analyze customer requirements, design a compliant GS1-128 barcode, lead a comprehensive vendor assessment to compare printing solutions, and provide an action plan based on the findings to prepare the client with a clear path forward.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY:



Consumer Products -
Food Industry

PRODUCTS AND SERVICES:



Frozen Hushpuppies
and Casseroles

PRIMARY OBJECTIVES:

- Create a standard GS1-128 case barcode to be used across all customers that meets regulatory requirements and aligns with FSMA compliance requirements and recommendations
- Compare the best potential label printing solutions (*Print & Apply, Inkjet*)
- Provide an action plan detailing the next steps, estimated costs of implementation, and hardware installation timeline
- Avoid fines from customers due to non-compliance with their labeling requirements

RESOLUTION:

- Provided a comprehensive summary of all customers' requirements, identifying commonalities/key differences between them
- Designed a standard GS1-128 label to be used to fulfill all customers' requirements and a documentation package to share with customers
- Delivered analysis of potential printing solutions and provided the recommended options in each category (*Print & Apply, Inkjet*)
- Estimated the cost and timeline for hardware installation and identified necessary adjustments to manufacturing lines
- Proposed data flow for the necessary data to be imported to the selected printing solution

KEY BENEFITS:

- Gained confidence in their understanding of customers' requirements through a comprehensive review/summary
- Limited labeling complexity by designing one standardized GS1-128 label to be used to fulfill all customers' requirements (*no additional labels were needed*)
- Provided action plan including client communication, hardware/line adjustment suggestions, cost/timeline estimates based on chosen printing solution, and proposed data flow for required data
- Demonstrated the best path forward to futureproof their labeling solution for future customers and their requirements

KPIs

- 100% of requirements met in standard barcode
- Reviewed 80% of top industry printer vendors
- Reduced 35 options to top 4 recommended models

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