

Label revolution: A colorful future thanks to automation at Schulz Farben



Schulz Farben is one of Europe's leading manufacturers of solvent- and preservative-free paints and varnishes. It produces 65,000 tons annually and employs nearly 300 individuals globally.

Schulz Farben has long-standing, established relationships with many market-leading DIY and home improvement groups throughout Europe and around the world. The family-owned company, founded in 1966, now employs roughly 300 people at its location in Langenlonsheim in the Bad Kreuznach / Bingen region in Germany.

Opportunity

It was a monumental challenge to efficiently automate label production for thousands of products in 27 languages and different designs. The aim was to optimize the previous manual process, establish clear data handling and specifically address requirements such as multilingualism and flexible design adaptations.

Solution

The resolution lies in the implementation of the Contentserv Product Information Management (PIM) system as a Single Point of Truth (SPOT) and the integration of the priint:suite. Thanks to the priint:comet module of the priint:suite, label output is now automated and based on several flexible templates. This not only enables the fast, error-free and efficient generation of labels in different languages and designs, but also ensures greater flexibility for changing requirements attributed to clear file management.

Advantages

- ✓ **Time optimization**
A reduction of correction runs allowed for significant time savings overall.
- ✓ **Quality improvement**
The automated processes and templates ensure consistent quality.
- ✓ **Multilingualism**
The new concept makes it possible to select different language combinations on labels.
- ✓ **Support for graphic designers**
With content now provided automatically, designers can concentrate on template provision, concepts and design topics.
- ✓ **Cost efficiency**
Manual working hours are reduced, making production processes now more cost-efficient.

Schulz Farben and the transformation of label production

Schulz Farben has radically transformed its label production - from manual to automated. The introduction of the PIM system and intelligent templates not only increased efficiency, but also strategically strengthened the company for the future.

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Schulz Farben is characterized by a diverse customer structure, ranging from major customers with flexible product range requirements to customers for whom the company handles the complete contract filling. The range of services extends from filling to market launch with individual labeling.

Each customer receives an individual product range design that is aimed at placing the right products in the right place at the right time. The subject matter of the labels plays a decisive role here, as they must fit in with the complexity and life cycle of the products.

For example, a DIY store customer may have several of its own brands with varying layouts and corporate designs, while additional customers have other requirements. This diversity is also reflected in the need to create customized labels in different languages for this wide range of customers and brands worldwide.

Schulz Farben's pivotal decision to transform its label production was not just a strategic necessity. Ultimately, it created the framework to fundamentally improve the entire process.

The complex creation of labels for thousands of products had been a manual process with numerous data sources, which was not only time-consuming, but also caused uncertainty regarding data quality and consistency.

Contentserv PIM and priint:comet templates for better efficiency and quality

The data was integrated by seamlessly connecting the ERP and PIM systems. Using Adobe InDesign, templates were created with the support of priint:comet.

The templates contain precisely placed placeholders that are directly linked to the data in the PIM system, allowing for the data to be efficiently transferred to the layout.

Shifting responsibilities for graphic designers

The changeover enabled a clear shift in responsibilities for the organization's graphic designers. Instead of dealing with constant manual corrections and PDF approvals, the graphic designers now use their time for design tasks and optimizing label design.

Automation in the spotlight: use and benefits

The automated output of the labels led to a considerable increase in quality and improved options for tracking the language variants. Workflows in Contentserv PIM now automate crucial work steps and lay the foundation for a long-term improvement in data quality.

Conclusion

The conversion process began with the largest customer groups and will ultimately be successively extended to the company's other brands. By utilizing Contentserv Smart Docs, the technical data sheets are already being optimized and automatically displayed. Today, Schulz Farben is looking at further development opportunities and optimization potential, particularly through the use of additional modules such as "Rules" to increase data quality in Contentserv.

The introduction of the PIM system and the automation of label production have not only strengthened Schulz Farben strategically, but have also led to significant improvements in efficiency, data quality and employee autonomy.



Enterprise Solution Partner

SDZeCOM // System Integrator and System Architect

SDZeCOM was one of the first companies in Germany to implement database publishing projects since 1995. SDZeCOM employs a large team of developers for priint:suite projects, as well as IPMA Level-C certified project certified Project Managers.

During the project, customers benefit from the proximity and direct line to the developers at Werk II. The example of a development partnership for the priint:comet pdf renderer demonstrates how this can be advantageous for customers. The pdf renderer was developed together with Werk II in a customer project. Successfully implemented projects include customers such as Lusini, Walbusch and MeisterWerke Schulte.

To provide customers with the best possible support, SDZeCOM regularly offers special database publishing training courses in its specially developed training center. Among other things, in-depth insights into the priint:suite technology and the connection of various PIM systems to priint:comet are offered. Addition-

ally, SDZeCOM has user-friendly downloads that pass on the wide range of experience in "10 tips for successful database publishing".

SDZeCOM also draws its experience from numerous projects in the field of Product Information Management (PIM) and Master Data Management (MDM). SDZeCOM is not only a successful implementation and development partner of the priint:comet, but also a strategic partner of the leading PIM and MDM system manufacturers. PIM and MDM systems from well-known software manufacturers are implemented in our own business units and adapted to the needs and circumstances of our customers.

SDZeCOM is also a partner of Aalen University and Baden-Württemberg Cooperative State University.



"The decision to use SDZeCOM and the priint:suite proved successful, as Schulz Farben is satisfied with the results and the "train the trainer" concept promotes employee autonomy."

Kathy Baumgarten, Team Leader PIM Media and Project Management



Color diversity and label variants



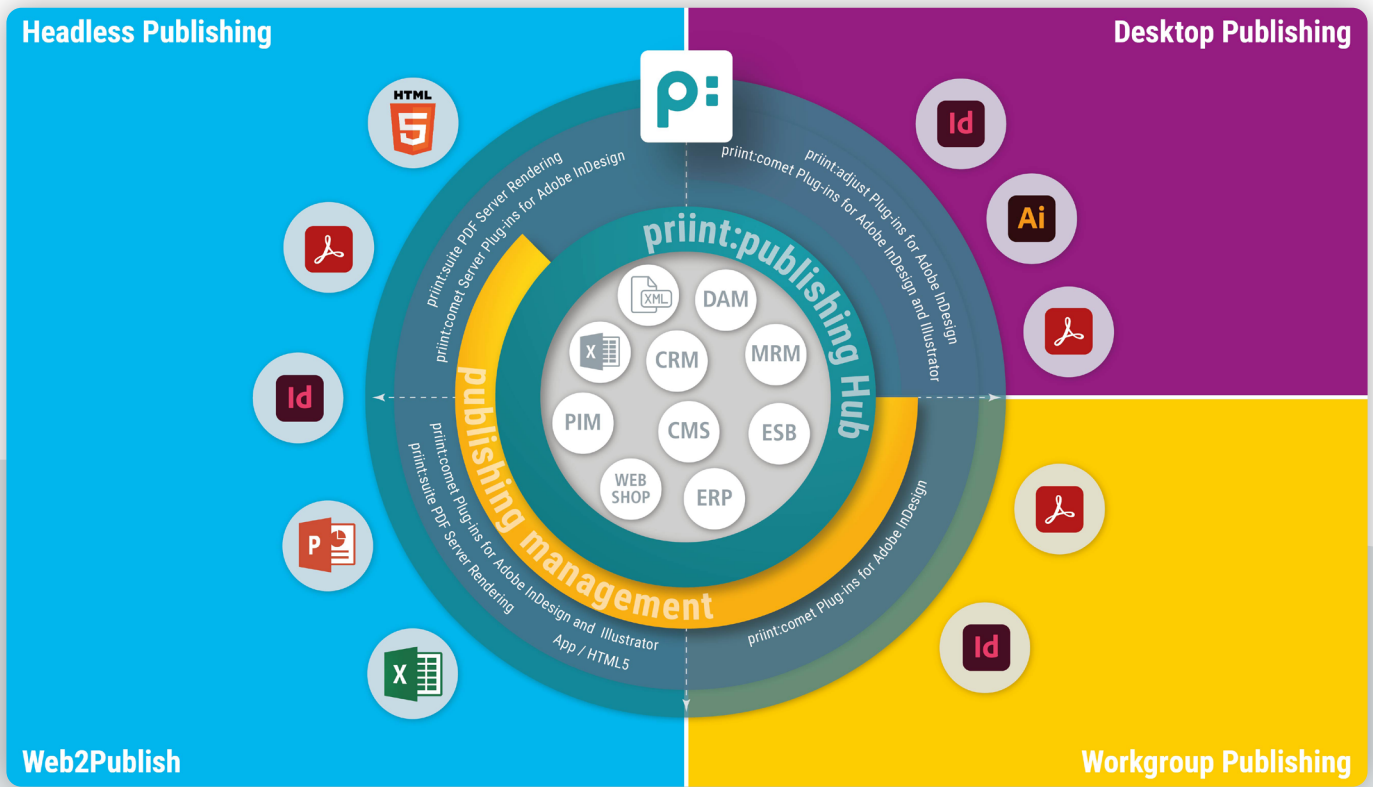
Key Facts

- Certified Enterprise Solution Partner
- Region: D-A-CH
- <https://www.priint.com/en/partnerprofile/sdzecom.html>



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