

Home Décor Retailer case study

a lesson in how process automation can yield big savings



challenge

A large home décor retailer was struggling to provide their (100's) stores with on-time, monthly promotional kits. A manual proofing process added days to the timeline of a time-sensitive initiative. Additionally, multiple boxes per location, straggling packages, and excessive overnight shipping was creating a lot of frustration and challenging ROI for the program.

solution | process assessment | digital printing | custom kitting | fulfillment

With a quick analysis of the process, Blanks immediately realized an opportunity to reduce lead time. We immediately implemented an automated process that would leverage templates and customer data to create final art files which streamlined the proofing process with quicker approvals and eliminated additional prepress time.

As we dissected the kit itself, we additionally saw an opportunity to leverage digital print technology to print and collate in a custom order which saved kitting time.

Lastly, we consolidated packaging by creating a custom box that would deliver the entire kit as one, eliminating separate boxes in transit.

results

The results were nothing short of fantastic. The enhancements reduced lead time significantly which allowed the team to deliver kits with ample time nearly eliminating all overnight shipping. That alone yielded 29% savings in freight. The custom box greatly minimized lost packages as well and helped minimize requests for replacements.

Program improvements implemented by Blanks yielded 29% savings in freight cost amounting to over \$670K!

Blanks