



Maximizing CPG profits with supply chain visibility

CPG companies adopting cloud-based solutions to streamline supply chain operations





Introduction/Summary

Consumer packaged goods (CPG) manufacturers, from global leaders like Coca-Cola and Nestlé to niche brands like BarkBox and Scrub Daddy, play a crucial role in our daily lives and the economy. They support over 22 million jobs and generate \$2.5 trillion in annual GDP. Yet, the CPG sector faces significant challenges including counterfeiting, rising costs, labor shortages, regulatory pressures, and shifting consumer preferences. These disrupt supply chains and pressure profitability.

To overcome these hurdles, CPG companies are adopting cloud-based solutions that streamline operations from product conception to consumer delivery. These systems improve efficiency, enhance visibility, and ensure regulatory compliance, enabling manufacturers to adapt to evolving demands while boosting profitability and resilience.

What keeps CPG supply chain leaders up at night?

CPG manufacturers face several unique challenges that impact their revenue:

- **Poor scalability and integration:** Legacy systems fail to integrate with modern technologies, leading to data duplication, inefficiencies, and non-compliance. Seamless integration with all data sources is critical for eliminating redundancies and maintaining brand consistency.
- **Slow time-to-market:** Complex packaging and labeling processes often disrupt production timelines, delaying revenue generation. Increased traceability and collaboration are essential for accelerating product development and shelf readiness.
- **Counterfeiting:** Counterfeit goods damage brand integrity and financial performance. Secure, tamper-evident labeling is necessary to ensure authenticity and protect consumers.
- **Stockouts:** Supply chain disruptions, inaccurate inventory data, and labeling errors lead to empty shelves and lost sales. Centralized digital content repositories can mitigate these risks.
- **Labor shortages:** Dependence on manual processes hampers efficiency, particularly during workforce shortages. Automated, cloud-based solutions reduce labor reliance, enabling continuity and scalability.
- **Compliance risks:** Evolving regulations and manual systems increase the risk of costly compliance errors and recalls. Automated solutions ensure adherence to regional and global requirements, reducing penalties and regulatory issues.
- **High Costs of Goods Sold (COGS):** Labeling errors result in relabeling, product returns, and waste, inflating costs. Streamlined processes minimize these inefficiencies, preserving profitability.



Recommend end-to-end Cloud-Based Solution

Modern CPG operations demand agile, cloud-based systems to manage the entire product lifecycle — from new product development (NPD) to manufacturing and distribution. These solutions integrate seamlessly with enterprise resource planning (ERP), customer relationship management (CRM), warehouse management (WMS), and product lifecycle management (PLM) systems, offering real-time visibility and control. To stay competitive, CPG manufacturers need an end-to-end, cloud-based solution that streamlines and automates packaging artwork and labeling processes. This solution offers:

- **Accelerated innovation:** Parallel development of products and packaging increases speed to market.
- **Faster time-to-market:** Enhanced traceability and compliance streamline new product development, increasing speed to market.
- **Improved compliance:** Automated workflows and processes ensure compliance with evolving regulations, reducing the risk of errors and recalls.
- **Counterfeit prevention/brand protection:** Secure, tamper-evident labeling deters counterfeiting and protects consumers.
- **Enhanced collaboration:** Centralized data eliminates redundancies and streamlines approvals.

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- **Improved scalability & integration:** Seamless integration with existing systems eliminates redundancies and ensures brand consistency.
 - **Cost reduction:** Streamlined processes lower COGS by minimizing labeling errors and waste.

Real-world success stories

CPG companies that embrace digital automation solutions are impressed with the results. For example:

- **BIC** Automated 100% of packaging artwork workflows, tripled project speed, and improved collaboration to eliminate costly errors. BIC, a leading manufacturer of stationery products, lighters, and shavers, faced increasing demand for production artwork and growing project complexity. Production artwork timelines ranged from one to four weeks, while custom samples for customer meetings took up to two weeks, slowing sales and customer response times. By implementing Loftware's artwork management solution, BIC improved the accuracy and efficiency of over 10,000 product packaging projects. They automated 100% of their artwork workflows, reduced costly errors, and tripled project delivery speed through advanced collaboration workflows.
- **PING, Inc.:** Reduced label creation time from two weeks to one day, streamlined global operations, and ensured business continuity with cloud-based labeling. Similarly, PING, Inc., a leading golf club manufacturer, transitioned its labeling operations to the cloud to support expanding production and ensure global business continuity. Producing over 10,000 golf clubs daily, PING relied on a robust labeling system to manage barcodes critical to its production workflow. During the COVID-19 pandemic, PING sought a solution to address downtime and support global facilities. With Loftware's cloud-based labeling solution, PING reduced label creation time from two weeks to one day, improved global support, and built a scalable IT platform for future growth. The solution enhanced print speed, eliminated delays, and enabled real-time troubleshooting, streamlining operations, and meeting growing production demands.



Differentiate now or risk being left behind

To thrive in a dynamic and competitive market, CPG manufacturers must embrace digital transformation. Cloud-based solutions provide the agility, visibility, and efficiency needed to navigate challenges like counterfeiting, compliance, and labor shortages. By streamlining operations, these systems help companies reduce costs, accelerate innovation, and enhance customer satisfaction.

With average operating profits at just 1.2%, maintaining the status quo is unsustainable. Now is the time to innovate, optimize supply chains, and secure long-term success.

Loftware's end-to-end solution

Loftware provides a cloud-based, end-to-end labeling and artwork management solution that revolutionizes supply chain operations. By integrating seamlessly with existing business systems, Loftware automates workflows, enhances collaboration, and ensures accuracy, reducing time to market and improving compliance.

Trusted by global brands, Loftware's platform prints over 51 billion labels annually, helping companies save \$200 million in fines and achieve greater efficiency. With Loftware, every product gets the right label at the right time, ensuring agility, compliance, and competitive advantage.



The world's largest cloud-based Enterprise Labeling and Artwork Management provider

Locations worldwide:

- US
- Germany
- UK
- Slovenia
- Singapore

For additional resources, visit:

software.com/resources

No matter what the challenge – digital transformation, time to market, or brand authenticity – Software can help you make your mark. We understand how global supply chains work and know that each item you produce, and ship is an expression of your company's brand. We can help you improve accuracy, traceability, and compliance while improving the quality, speed, and efficiency of your labeling. Our end-to-end cloud-based labeling platform helps businesses of all sizes manage labeling across their operations and supply chain and our solutions are used to print over 51 billion labels every year. Software also fosters supply chain agility and supports evolving customer and regulatory requirements, helping companies save over \$200 million in fines annually. And with over 500 industry experts and 1,000 global partners, Software maintains a global presence with offices in the US, UK, Germany, Slovenia, China, and Singapore making us a trusted partner for companies in automotive, chemicals, clinical trials, consumer products, electronics, food & beverage, manufacturing, medical device, pharmaceuticals, retail/apparel and more.