



* **OVERVIEW**

A regional baking company was executing a full line package (+100 SKUs) redesign. They asked their agency to pursue ways to reduce packaging costs (+\$100M) associated with implementation of the new design.

* **INSIGHT**

The Agency contacted GREENLIGHT to help maximize efficiency and drive cost out of the digital production process.

* **GREENLIGHT SOLUTION**

GREENLIGHT worked closely with the Agency and to determine the volume and skill requirements for the engagement. Packages were sent to GREENLIGHT in sub-line groupings to maximize efficiency.

GL ACCESS, GREENLIGHT's workflow management technology provided an opportunity for the Agency and Client to preview, and comment on work-in-process.

GL ACCESS rapid file transfer allowed the large files (average of +200MB each) to be moved quickly and efficiently to the Agency/printers.

* **RESULTS**

Redesign production savings exceed 70% versus the prior redesign.