

CASE STUDY

All Seasonings Ingredients, Inc. Brings Labeling In-House and Fulfills Customer Orders 85% Faster with TEKLYNX CENTRAL

Solution: TEKLYNX CENTRAL

Industry: Food

Background

All Seasonings Ingredients, Inc. offers the highest quality and freshest array of spices, herbs, nuts, seeds, baking supplies, and flavorful blends from around the world, as well as custom blending and private labeling for clients. Privately-owned and headquartered in Oneida, New York, All Seasonings Ingredients, Inc. prides themselves on their unmatched quality, excellent customer service, and rapid delivery times with worldwide shipping.

Their former private labeling process leveraged a third-party company to design and print client labels, at a minimum print quantity of 2,500 labels, which would then be shipped to All Seasonings Ingredients, Inc. to be added to their client's product order. This process took two to three weeks, which negatively impacted customer satisfaction for those not willing or able to wait that long. Quality was an added stressor due to outsourcing, as occasionally the color-quality of printed labels was not an accurate reflection of approved proofs. Reprints due to mismatched colors, simple design changes to pre-printed labels, or clients not going through with the order after their labels were already printed meant wasted label stock taking up space in their facility and thousands of dollars lost.

Challenges

- ✓ 2+ weeks to receive pre-printed labels for clients
- ✓ Outsourced labels not accurately reflecting approved proofs
- ✓ Pre-printed labels being thrown away, costing \$1,500+ each time
- ✓ Lack of agility when customers change label designs
- ✓ Disjointed and mismatched label specifications throughout organization and suppliers

Results

- ✓ Private labeling orders fulfilled 85% faster with in-house solution
- ✓ On-demand label printing eliminated pre-printed labels going unused
- ✓ Increased customer satisfaction
- ✓ Integration with ERP system for inventory control
- ✓ Label printing available from multiple areas of the building
- ✓ Uniform labels throughout their supply chain for 1,000+ products

“Recently I had to throw out five rolls of 2,500 unused pre-printed labels, costing us thousands. This happened more often than we liked; we typically have 4-color labels with 3 different sizes for our jugs, large bottles, and retail bottles so if a label is not needed or had to be changed, the waste can add up quickly,” said Jessica Burns, Label Image and Design Specialist for All Seasoning Ingredients, Inc.

Beyond their private labeling, All Seasonings Ingredients, Inc. did not have an established labeling process in place for internal production and had products arriving from domestic or international sources with very different labels. The lack of uniform labeling created inefficiencies in facility operations and inventory control.

Solution

Prior to moving label design and printing in-house, All Seasoning Ingredients, Inc. was outsourcing this service as well as trying to manage internal production and receiving global shipments with different label specifications. They wanted to be able to design and print labels in-house for quicker turnaround time for their customers, in addition to standardize the labeling of their 1,000+ products.

All Seasonings Ingredients, Inc. approached TEKLYNX directly for a software solution to support:

- ✓ In-house label design and on-demand printing from multiple locations
- ✓ Seamless integration with ERP system where orders are placed
- ✓ Label management inside and outside their facility walls
- ✓ Eliminating wasted label stock
- ✓ Product traceability requirements

The TEKLYNX Enterprise Team worked with All Seasoning Ingredients, Inc. to determine that TEKLYNX CENTRAL was the best fitting solution for their environment. This enterprise-level label management solution offered All Seasoning Ingredients, Inc. the ability to easily design labels of multiple sizes, centrally store label templates, and integrate with their Sage X3 ERP system. With that, they selected TEKLYNX as their partner and implemented TEKLYNX CENTRAL within a year.

In addition to the prospect of in-house label design, Burns was grateful to find a solution provider with the level of customer support offered by the TEKLYNX Enterprise Team. “I worked directly with Robert Lenski who was a tremendous help to me,” said Burns. “He promptly answered any question I had and was always willing to set up a call to help walk me through the entire setup process. When you’re doing something that’s new and technology-focused, it’s nice to have that level of support.”

TEKLYNX also connected directly with representatives from Sage X3, in addition to the All Seasonings Ingredients, Inc. team, to help ensure the integration between the two software solutions was flawless.

TEKLYNX CENTRAL is a browser-based, integrated enterprise label management system that combines the proven technology of TEKLYNX label design, printing, and tracking software into a single solution that allows companies to centrally manage their entire labeling process.

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Results

With the help of TEKLYNX CENTRAL, All Seasonings Ingredients, Inc. increased labeling accuracy and speed, fulfilling private labeling orders 85% faster. Now high-quality color labels are printed in-house on Epson ColorWorks TM-C7500 printers with TEKLYNX's native printer drivers ensuring WYSIWYG (What You See Is What You Get) printing, from the onscreen design to the printed labels.

"It's been a huge benefit to be able to print labels as we need them," explained Burns. "Now the customer provides their high-resolution artwork, I design the label, show the proof to the customer for approval, and we can print the labels for that order the same day."

Leveraging TEKLYNX CENTRAL's browser-based interface, labels are printed from multiple areas of the building on Zebra ZT410 printers, and their supplier network has access to pre-approved labels. Standard labels with barcodes are now used in production to clearly identify the product, ingredients, quantities per case, etc. so pickers can easily see what product they're pulling and scan the barcode to immediately take it out of inventory. Suppliers now all use the same approved 4" x 6" label, so shipments from around the world are received with consistent product label specifications and information.

In-house labeling and centralized label management with TEKLYNX CENTRAL gave All Seasonings Ingredients, Inc. the agility to create client labels on-demand and the technology to modernize their labeling environment. Now when products are going out the door, the staff of All Seasonings Ingredients, Inc. is confident that when they see them in stores, the product labels created in TEKLYNX CENTRAL look perfect.

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print labels as we need them"

- Jessica Burns, All Seasonings Ingredients

85%

FASTER

**PRIVATE LABEL ORDER
FULLFILLMETS**



TEKLYNX International helps supply chains work better. Today, more than 750,000 companies in over 170 countries trust TEKLYNX integrated barcode and RFID label design products and the people behind its solutions to make barcode labeling operations efficient, accurate, secure and industry compliant. With over 30 years of experience, TEKLYNX is the global leader because of its reliable software and superior customer support. To learn more about how the TEKLYNX community helps companies across industries worldwide, visit teklynx.com or call TEKLYNX in your region. Barcode Better™ with TEKLYNX.