

How the Avery Dennison Customer-Ready™ Durables Portfolio improves efficiency for WS Packaging Group



Customers come to WS Packaging Group Inc. with a full spectrum of labeling needs, often represented by huge portfolios of samples, drawings and specifications. Whether the labels end up on wine bottles, lawn mowers or electrical boxes, the list of stipulations is long.

Taking all of these requirements into consideration, WS Packaging must identify the best materials to fit each customer's labeling specifications. Many labels require UL® 969 or cUL recognition — especially at the company's Knoxville, Tenn., location, which specializes in compliance labeling for industries including medical, automotive, home appliances and outdoor power equipment.

The biggest challenge the company faces in compliance labeling arises when a specified material doesn't already have UL 969 approval. While finding the material is easy, getting it approved by UL can be a slow process. The company once waited six months before it was able to use the material. Such delays cause difficulties, as the customer wants and expects quick action, but nothing can move until it has UL approval.

A few years ago, WS Packaging found a solution to speed up the process, save money and deliver label solutions more efficiently. Using Avery Dennison's Customer-Ready Durables Portfolio, WS Packaging simply adopts UL-recognized label constructions for a variety of end-use applications.

The solution came at the perfect time, as WS Packaging began upgrading to UV digital presses, which meant approving a new set of digital UV inks, printers and other materials. But adopting prequalified digital label systems through the Customer-Ready Portfolio allowed WS Packaging to streamline its operations and achieve a number of other benefits.

Increased speed to market

Previously, WS Packaging waited as long as six months for UL approval, but since adopting the Customer-Ready Durables Portfolio, the longest wait has been about a month.

“Our customers expect immediate results and immediate resolution,” says Kirk Icuss, vice president of sales, durables print/operational print services centers. “The portfolio has really helped us respond to the customer. As we’ve brought on new business, we’ve been able to turn things around quickly.”

For example, if a customer has different labeling requirements and needs a more aggressive adhesive, those options are usually available for fast adoption, and WS Packaging doesn’t have to go all the way back through the process and start from scratch.

Reduced cost

Moving to digital printing with the Customer-Ready Portfolio drastically improved WS Packaging’s operating costs. Adopting Avery Dennison’s preapproved file costs about \$500, compared to the several thousand dollars it takes to certify materials through UL directly. In addition, digital printing enables more cost-efficient short runs with less material, ideal for low-volume durable goods such as outdoor power equipment.

Superior material performance

WS Packaging tested various label materials head to head, using both its in-house lab and Avery Dennison’s Global Client Services Laboratory.

It ran Avery Dennison materials side by side with what it was seeing from another supplier that also offered early adoption

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and found the Avery Dennison materials were far superior. And even when customer requests take WS Packaging beyond the materials in the Customer-Ready Durables Portfolio, Avery Dennison partners with the company to reduce the cost and complexity of securing UL approval for new materials.

Ultimately, the support and simplicity of Avery Dennison’s Customer-Ready Durables Portfolio enables WS Packaging to serve its customers more efficiently. The Durables Portfolio simplifies the challenge of selecting tested materials for complex labeling specifications, so WS Packaging can provide prequalified label constructions to customers more quickly and less expensively.

To help customers take advantage of that option, WS Packaging will often suggest Avery Dennison material that will meet the customer need for UL to minimize approval times if lead times are an issue.

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“Avery Dennison has always been a great partner for us, and they understand our goal is to always delight our customers,” Icuss says. “They help us make sure the customer stays content. Their speed, quality and service are what have kept us in good standing, and that’s why we value them as a partner.” >

