



Faster "Time-to-Market"

Procter & Gamble

"Procter & Gamble has begun the implementation of Global Vision's solutions in several supply chains. Their solutions have helped us ensure accuracy and reduce efforts with regard to quality inspections".

~Associate Director, Global Artwork Process, Procter & Gamble



In the past, numerous departments at P&G were part of the verification process. For example, artwork traveled from Marketing, Production, Legal, Regulatory, Consumer Relations, Print Production, Product Development & Creative Services. With Global Vision's artwork inspection solutions, Procter & Gamble was able to centralize the process, resulting in higher quality overall.

Procter & Gamble uses Global Vision's automated proofreading solutions to secure product labels, carton, inserts, leaflets...even contracts, manuscripts, and marketing materials such as commercial scripts and storyboards.

Currently, Global Vision's automated proofreading solutions can be found in North America, South America, Europe, and Asia. Solutions have been rolled out in divisions such as Personal & Beauty, Health & Wellness, and Pet Nutrition & Care.

CHALLENGES

- * High approval times
- * Laborious and challenging process
- * High usage of raw materials
- * High costs

SOLUTION

- * Implement Global Vision's methods of comparison technology

Procter & Gamble is also evaluating the implementation of Global Vision's solutions through out their supply chain to ensure uniform artwork creation and security.

BENEFITS

- * Increased productivity
- * High process efficiencies
- * Increased artwork security
- * Improved product quality
- * Increased employee satisfaction
- * Increased client satisfaction



Reducing packaging risk to brands!

