

CASE STUDY | SUPPLY CHAIN | MERCHANDIZING

Global consumer products company achieves more than 99% accuracy in artwork management

BUSINESS OBJECTIVE

For a Fortune 200 consumer goods company, packaging artwork management is a business-critical process. It impacts product packaging and subsequently has a direct impact on the company's product launches, market presence, and sales. The smallest mistakes (e.g., company logo, brand name, product description) can result in reprinting delays and costs, legal ramifications, and damage to brand value.

The need for high levels of accuracy and speed in the process compelled the company to look for a solution that could streamline the process, minimize manual intervention, and eliminate scope for errors.

CHALLENGE

The Merchandising/Packaging team at the company was responsible for maintaining the quality of printed artwork across the company's portfolio of 400+ products. This involved manually comparing product artwork blueprints (as approved by the company) with a scanned image of the printed artwork provided by their printing partners.

**The Merchandizing/
Packaging team on
average took around
75 minutes to quality
check each printed
artwork.**

The process was completely dependent on human judgment and intervention which made it prone to errors and involve high turnaround times (TAT). On average, the team took around 75 mins to process each item leading to process delays and backlogs. To add to the complexity, the company's global presence means that the artwork ranged across multiple languages, and a vast range of products.

SOLUTION

The artwork is compared on four parameters - text, image, logo, and color shading. Soroco's solution converts the two artwork samples into grayscale and compares them at a pixel-by-pixel level. The system also validates color shade differences between two artworks by plotting a heat map of the color difference using a Delta E scale (a metric for understanding how the human eye perceives color difference).

Soroco's printed artwork validation solution for the company has proven to work with more than 99% accuracy on basic-to-medium level artworks, which accounts for 80% of all artworks across its product range. For better user experience, the solution automatically groups differences under the four-parameter categories for the company's review team. By minimizing the human time and effort required for the process, the solution has drastically reduced the turnaround time of the error detection process from 75 minutes to about 25 minutes.

In line with Soroco's open-platform philosophy, the solution was developed with open-source libraries such as OpenCV and Skimage. This approach enables the client to scale on-demand and avoid vendor lock-in/dependencies for support in future.

IMPACT



>99%

accuracy for error
detection



66%

reduction in
turnaround time



80%

of all printed artwork
comparison automated

ABOUT SOROCO

Soroco's AI-driven process analytics and automation solutions are enabling enterprises to achieve ambitious cost savings, customer experience, and employee engagement objectives. Soroco's solutions are commercially proven, built to scale, and deployed across eight industry verticals at global F500 leaders.



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