

REVITALIZING DECORATION

A HAIRCARE COMPANY

CHALLENGE

This Haircare Company is a contract manufacturer of personal beauty care items as well as a manufacturer of their own formulated personal beauty care lines. In early 2023 their subcontracted bottle decorator went out of business leaving them with a significant challenge to keep their branded items in stock without losing any brand integrity.



SOLUTION

Empire Emco was already providing the 12oz bottle for one of their hair care lines and was able to offer the below solutions.

1. DECORATION DISCOVERY

Empire Emco worked with a decorator located close to the bottle manufacturer and had equipment capacity. After sampling and testing, the customer stated that the decoration was superior to what they had previously been receiving.

2. IMPLEMENTATION OF NEW DECORATOR

Empire Emco collaborated with the new decorator and the Haircare Company in order to expedite the proofs, color matching and pre-production samples and meet the customers lead time as well as fine tune the colors they intended for each line.

3. SUPPLY CHAIN INTEGRATION

Empire Emco was able to provide a complete turnkey option so the Haircare Company only had to submit and receive 1 PO.

4. ADDITIONAL SKU'S

Within 2023 after finalizing and providing the 1st SKU, Empire Emco is now decorating 75% of this line and has gained additional rigid packaging business within the line.

RESULTS

The implementation of Empire Emco's solutions yielded remarkable results for Medella:



IMPROVED DECORATION

Decoration improvement to give the packaging clean, crisp artwork allowing it to stand out on the shelf next to other high end hair care lines.



REDUCTION IN PAPERWORK AND TIME FROM THE CUSTOMER

With Empire Emco taking over the coordination of decoration, the customer has a reduction in internal paperwork, inventory and item numbers leading to overall cost savings.

CONCLUSION

Empire Emco's excellent relationships with the manufacturers and decorator allowed for a smooth transition and superior finished product. Empire Emco's innovative and customized approach to rigid packaging not only addressed the immediate challenges faced by the Haircare Company but also positioned them for long-term success. Empire Emco delivered a packaging solution that not only met but exceeded the client's expectations. This case study exemplifies the transformative impact of Empire Emco's expertise in the rigid packaging industry. Empire Emco's ability to offer quick and seamless transition also allowed us to win the closure business in addition to the decoration business.