



ARTWORK CASE STUDY



Artwork services from Idea Custom Solutions ensure high quality, fast turnarounds and effective handling of volume spikes

As one of the top five promotional products suppliers, the client deals in a wide range of promotional products and business accessories.

The company uses Idea Custom Solutions for the creation of artwork for screen printing, etching, embossing, engraving, etc.

Challenges

The client was in search of a reliable artwork partner who would provide good quality at fast turn times. The client has a diverse range of products, each with different specifications that need to be followed. This made artwork creation a relatively complex process.

Solution

In early 2009, the client chose Idea Custom Solutions as their artwork partner, hoping to reduce operational costs while ensuring quality and reliable turn times. The project started in March 2009 and was implemented smoothly. The client started by giving Idea Custom Solutions 15-20 orders a day.

To increase efficiency, Idea Custom Solutions integrated the internal production management system with the client's system so that the production team directly receives the orders as soon as they are entered into the client's in-house application.

All jobs are delivered by 8:00 a.m. EST the next day, even if they are received late, and revisions are completed within four hours. If volumes are high, extra coverage for weekends is provided. Despite the quick turnarounds, Idea Custom adheres to and exceeds client-specific standards and specifications.

Managing Quality and Delivery Times

Errors in artwork creation lead to flawed products and dissatisfied customers. The Idea Custom Solutions quality assurance team is committed to maintaining the client's reputation of reliably delivering high quality.

Challenges

- Good quality in fast turn times
- A diverse range of products with different specifications

Why Idea Custom Solutions

- Commitment to quality
- Reliable fast turn times
- Capacity for high volumes
- Tracking of all orders
- Enhanced training for personnel has significantly reduced errors

Results

- Accuracy levels of 99%
- Round-the-clock support
- Reduced operating costs
- Improved efficiency and focus on the core business

The Idea Custom Solutions artwork team has consistently delivered an accuracy level of 99% to the client.

If more than one revision is requested with similar feedback, the Idea Custom Solutions team incorporates the feedback into the rules so that it is applied to future orders as well. The team regularly consults with the client to improve quality and reduce the number of revisions.

The Idea Custom Solutions team is working to improve further by focusing on productivity and streamlining the process.



Increasing Productivity

When the project started, one production team member produced 15 orders a day on average. Through training and continuous learning, the productivity gradually increased, and currently one team member produces more than 30 orders a day.

Client Benefits

- Delivery of all jobs by 8:00 a.m. EST the next day, even if orders are received late
- Adherence to client-specific standards and specifications
- Round-the-clock support to ensure quick resolution of issues
- Continuous improvement in quality based on past revisions

Value Delivered

Thanks to the quality and reliability of the services provided by Idea Custom Solutions, the number of orders the client passed on to Idea Custom Solutions increased from 15-20 orders per day in April 2009 to 80-90 per day in April 2010. Idea Custom Solutions has enabled the client to reduce operating costs, increase efficiency and focus internal resources on the core business. Most importantly, the client is assured that products delivered by Idea Custom Solutions will meet its exacting standards and specifications.

