

Vandemoortele optimizes artwork approval cycles with Esko WebCenter

vandemoortele

Vandemoortele is a leading European food group that manufactures and sells high-quality food products, both under its own brands and under private labels. To speed up artwork approval cycles and improve control at the same time, it opted for Esko WebCenter.

The customer says

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Esko WebCenter allows us to keep artwork approval cycles in line with our production cycles. Not missing any important deadlines reduces both waste and costs.

Nico Schenk, Packaging Specialist at Vandemoortele Nederland

The challenge

Vandemoortele was looking to optimize its artwork approval cycles to be able to shorten production lead time and reduce both waste and costs – without compromising the quality of its packaging.

The solution

WebCenter, a unique and powerful web-based platform that manages the approval and project life cycles in packaging.

The benefits

- Uniform, automated and transparent artwork approval cycle
- Customized and user-friendly system
- Up-to-date information and files available at all times
- Provides customers with more accurate information concerning production and delivery
- An efficient and effective way to meet deadlines
- Reliable and predictable workflow reduces both waste and costs
- Results in shorter production cycles
- Facilitates a faster time to market
- Provides one central database of all artwork



Read more about WebCenter on:
www.esko.com/webcenter

About Vandemoortele

Vandemoortele was founded in 1899 and is now a family controlled food group with Belgian roots and a European outlook. It occupies a leading position in its two core businesses, Bakery Products and Margarine, Culinary Oils & Fats. It is known for its own brands, such as Belolive, Diamant, Reddy, Ossewit, Banquet d'Or and Croustifrance, but many of its products are delivered to professional users and retail customers under private labels. In 2015, Vandemoortele generated revenue of about 1,4 billion euros with 5.200 employees working across 12 European countries.

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Vandemoortele facilities in Zeewolde, The Netherlands

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WebCenter is our preferred approval decision-making tool. All parties involved in the approval process can see the specific information they need to see in time and can take immediate action. This speeds up the approval cycle in a very efficient and effective way.

A household name under many brands

Vandemoortele can rightfully claim to literally be a ‘household name’, as its margarines, oils, donuts, pastry and patisserie products find their way into just about everyone’s life under its own brands, including Belolive, Diamant, Reddy, Ossewit, Banquet d’Or and Croustifrance. In addition, there are many Vandemoortele products that are not marketed to consumers under these brand names, but are instead delivered under private labels to professional users, retail customers and supermarkets.



Nico Schenk is responsible for the implementation of WebCenter

Streamlining and optimizing

Handling well over a thousand design changes per year in packaging, Vandemoortele needs to be in perfect control of its artwork, data and workflow at all times. To achieve this, the Belgium-based company, with operations in 12 European countries, opted for Esko WebCenter in 2012. Nico Schenk, Packaging Specialist at Vandemoortele Nederland, has been responsible for the implementation of WebCenter. He comments, “Today, we have a total of some 450 people using our customized system – including the external users at the suppliers that we work with, such as repro houses or printers.”

Rethinking approval cycles

Schenk joined the Vandemoortele Group in 2009. Previously, there had been a number of acquisitions of companies and brands. “This made for a complex environment and clearly required us to rethink the way we handled artwork for our brands and for our customers’ private label brands – the latter comprising about 70 percent of our portfolio. When you have several hundred people that are in some way involved with this process, it is easy to lose track during any approval cycle. To prevent this from happening, you need to ensure availability of the right information and data at all times and have clear responsibilities and accountability for all people involved. Esko WebCenter enables us to do exactly that.”

Approval tool ideal for fast decision-making

Every new or revised piece of packaging at Vandemoortele is handled through WebCenter, Schenk explains. Depending upon the required approval cycle for the job, a predefined flow is automatically set up for the project, including tasks and deadlines. WebCenter users are assigned to the project and given responsibility for checking details in their field of expertise. These include areas such as updates to nutritional or legal texts or design elements that affect technical production requirements. These users are notified automatically by the system to ensure the tasks are completed in time and nothing is overlooked.



More product versions, shorter run lengths and frequent design changes

Ensure efficiency and continuity

Faster approval cycles greatly impact Vandemoortele's operations, says Schenk: "Let me give you an example. At our Zeewolde facilities in The Netherlands, we produced over 70 million tubs of various types of margarine for different brands last year. To ensure efficiency and continuity, we plan our production according to our customers' yearly forecasted needs. Based on these forecasts, we order our packaging, allowing our suppliers to produce stock for a maximum of 13 weeks ahead. These planning schedules are important to keep in mind when we need to anticipate any changes to the product or the packaging. By ordering at exactly the right moment, we can minimize any under- or overstocking and save waste and costs. Esko WebCenter allows us to keep approval cycles for the necessary changes in artwork in line with production cycles, without missing any important deadlines."



Availability of the right information and data at all times and clear responsibilities and accountability for all people involved



Efficient artwork approval cycles without missing any important deadlines

Meet expectations

The increased transparency and oversight that WebCenter provides to Vandemoortele also benefits its customers. "Having all information up to date and available at any given moment makes our workflow much more reliable and predictable," Schenk adds. "This not only means that we can provide our customers with more accurate information concerning production and delivery, but also that we are much more flexible in addressing changing demand and new trends. This is critical, since more product versions are being created, resulting in shorter run lengths and more frequent design changes. At the same time, a faster time to market is of increasing importance to remain competitive and profitable. To meet these demands, we needed to shorten production cycles without compromising quality. That's exactly what WebCenter helps us do."

Optimize and Manage your Packaging Development Process

Manage the complexities of creating packaging: from specification and execution to design and content management with Esko WebCenter. WebCenter has packaging at its core; so while automating workflow, there is understanding of packaging shape, the importance of brand colors and control of all necessary content.

For companies where packaging is important, WebCenter provides:

- Control over your packaging development
- Faster time to market with packaging delivered 25% faster
- Visibility into the entire process so unexpected changes are handled quickly and customer communication is timely
- Increased quality with integrated and automatic quality checking
- Increased accuracy with template driven specification



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