CASE STUDY

SmartshoringTM in Action

CLIENT Avon **AGENCY** Brand Imaging Solutions

CHALLENGE

The roll out of a global campaign across multiple sub brands, languages and packaging formats. Managing large volumes of artwork for the packaging of Avon's make-up, skincare and toiletry brands.

OBJECTIVE

We manage a wide range of execution capabilities from simple file alteration to concept origination, across 32 languages and multiple brands. Our team of highly skilled staff and flexibility of resource, enables us to work faster and smarter to meet the ever-changing needs of the global brand.

SERVICE DELIVERY

- Artwork support for large volume projects
- Teams work two shifts/6 days a week to expedite ongoing workflow
- Ongoing video tutorials to ensure brand integrity, processes and ways of working

SERVICES SUPPLIED

- Master artworks, rollouts, reprographic services, 3D modelling and rendering for 32 language variations
- 4000+ SKUS/print ready artworks per year
- Multiple pack formats and print finishes
- Integration with VA, Brand Imaging's market leading packaging solution to deliver speed on approvals, an uplift in brand consistency and greater campaign management efficiency
- Artwork builds based on a rate card, developed around complexity of work for both primary and secondary packaging

RESULTS

For packaging & retouching projects

50% Additional Capacity

Reduction in turnaround

TESTIMONIAL

"Our customers demand exceptional service, quality and flexibility. We are delighted that Amnet have exceeded our expectations at every stage of the process adding total transparency and commitment".

Mark Bent

Managing Director, Brand Imaging Solutions



- Over 100 patents
- Clinically tested
 Clinically tested
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- Suitable for all major skin types and ethnicities

Bezolejowy, Bezzapachowy Bez Barwników

MODO DE EMPLEO: Aplique sobre el rostro y cuello limpios por la mañana y por la noche. Luego aplique el humectante ANEW. SPOSÓB UŻYCIA: W AM / PM wyoładzić oczyszczona twarz i

SPOSÓB UŻYCIA: W AM / PM wygładzić oczyszczoną twarz i szyję. Następnie zastosuj krem nawilżający ANEW. ПРИМЕНЕНИЕ: » AM / PM

ПРИМЕНЕНИЕ: В АМ / РМ СГЛАДЬТЕ ОЧИЩЕННУЮ КОЖУ ЛИЦА И ШЕИ. СЛЕДУЙТЕ С НОВЫМ УВЛАЖНЯЮЩИМ КРЕМОМ. الله المادة في المادة في المادة ألم الله المودة المادة والمادة والماد

SALICYLIC ACID

Used medicinally especially as a skin exfoliant and in the form of salts and other derivatives as an analgesic and antipyretic.

INGREDIENTS: water\aqua\eau • cocamido-propyl hydroxysuldium chloride • butylene glycol • disodium cocoyl glutamate • angustifolia oil* (lavender) oil*, cananga odorata (ylang ylang) aloe barbadensis leaf juice • centaurium oil* erythraea (centaury) extract • yeast extract \faex\extrait de levure • tocotrienois • glycyr-hetinic acid • sodium cocoyl glutamate • glycerin • peg-6 caprylic/capric glycerides • peg-150 pentaerythrityl tetrastearate • monosodium citrate • citric acid • salvia ocinalis all* (sage) leof water • tocopherol • tetrasodium edta • disodium edta • potassium sorbate • methylichloroisothiazolinone • phenoxy-ethanol • ilin423??3>





