X-Rite ColorCert Helps Asda Increase Focus on Color and Consistency, Driving up to 200% Improvement in Quality Scores
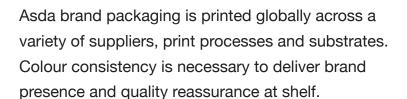

Industry:
Packaging

Location:
Worldwide

Website:
www.asda.com

Asda brand packaging is printed globally across a variety of suppliers, print processes and substrates. Colour consistency is necessary to deliver brand presence and quality reassurance at shelf.

"Implementing ColorCert has given us the tools to focus on colour and consistency, delivering an improvement in scores by up to 200%. This has also led to production efficiencies as printers have re-evaluated, and in most cases, tightened the control points in their processes. As brand owners, we can now measure print quality based on agreed criteria and measurable data rather than subjective opinions, which helped to further improve relationships with our approved printers as we clearly define and agree our expectations. We even offer Q&A sessions to interested printers and Brand owners to share the benefits of ColorCert as a quality assurance solution, as we continue to champion smart working"

~ Jason Gilmartin, Senior Print Manager – Asda

Challenge

Print quality is visually subjective. With over 12,000 SKUs a year and a small team of print specialists, it was impossible for Asda to attend every press pass across all of their suppliers to validate print quality. They needed a way to objectively evaluate quality and enable their printers to self-validate using pre-defined quantifiable data.

Solution

Five years ago, Asda evaluated all of the available quality assurance solutions. While other solutions offered useful tools for printers to match their own performance and process control, they chose X-Rite's ColorCert because it was specifically designed to help brands manage printer performance and print quality. At that time, color quality was based on perception. ColorCert removed the subjectivity and enabled Asda and their suppliers to intelligently manage colour quality through a true closed loop process with real-time measurable data.

Asda initially adopted ColorCert across primary and secondary packaging printers. Following a successful implementation and significant increase in print scores, they also implemented ColorCert with their POS print provider. Today, all of Asda's approved printers have installed pressroom tools. Asda sets tolerances for process colours, brand colours, overprints and grey balance to ensure process control, which enables printers to evaluate and monitor their own print quality. Asda can monitor repeatability and consistency across printers using a ColorCert server at their head office.

While many printers believe they are good enough to be an Asda-preferred provider, they must demonstrate print quality and consistency during an assessment.

Results

Since implementing ColorCert, Asda have made significant time and costs savings for themselves and their preferred printers:

- Set clearer expectations to their print base for less rework and faster time to market.
- Significantly reduced travel expenses for press pass attendance and physical print sample checks.
- Increased quality performance scores by up to 200%.
- Improved control and printer performance for fewer rejects.

Asda was the first UK retailer to implement a print quality program, and their results have driven a change throughout the UK packaging market. As other brand owners and retailers recognize the benefits, they are also implementing quality control solutions. This, in turn, is encouraging printers to make the investment in ColorCert to improve print quality and prove process control capabilities.

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