

Case Study Ridings of Yorkshire

Windmill Labels New Labelling Solution Delivered

Improved Service Delivery

Reduced complexity

Savings of over 30%

Significant reductions in waste

The Client

Ridings of Yorkshire are one of the UK's leading producers of baked goods, supplying many well known high street retailers with freshly baked products.

The Issue

In order to meet the demands of their customers, Ridings needed to use a very wide range of different labels in order to meet food labelling requirements.

Furthermore, their desire to maintain their branding through the use of 4 colour labels meant that they were required to order large quantities, resulting in high levels of wastage and high costs.

The Solution

The situation required a labelling solution which allowed them to cost effectively produce short runs of individual labels whilst maintaining their 4 colour branding.

Windmill Labels came up with a solution through which they printed a small range of coloured stock labels to maintain high levels of branding. As these did not contain details of specific products, they could be produced in the high volumes required to keep printing costs down, and were not made obsolete by changes in product specification.

Using thermal printing techniques, these labels could then be easily over printed in small batches with product details, thus providing the flexibility to easily change the content of label text at short notice.

Conclusion

As a result of the solution provided by Windmill Labels, Ridings were able to:

- **Improve service delivery** to their customers
- Significantly **reduce the complexity** of their labelling processes
- Make **savings of over 30% on product labelling costs**
- Make **significant reductions in waste**

To discuss how Windmill could help you reduce labelling costs, contact us on 0161 495 3959 or visit www.windmilllabels.co.uk