

OWENS CORNING

MANAGING THE COMPLEXITY

Managing the production of vast sku lines is second nature to us.

Very large sku lines (ranging from 50 to thousands of skus) are worlds unto themselves—their very number and diversity adding layers of complexity to package design, print production and subsequent production file management. Even large companies can find it difficult and costly to manage these packaging systems in-house: Keeping large lines coherent—informationally and brand-wise; maintaining design consistency across a variety of substrates, print technologies and structures; and managing the stream of ongoing production art updates such as: new formulations, regulatory changes, channel-specific formatting and multi-lingual applications. That is why for the last 17 years, Owens Corning has relied on us as their print production file manager and principal packaging designer for all roofing and insulation products—that’s responsibility for dozens of separate product lines totaling hundreds of skus.

Owens Corning chose us because our design and production processes are highly flexible, detail-oriented and scalable—guaranteeing time-sensitive production changes to a large number of sku’s for every imaginable printing environment simultaneously, efficiently and accurately.

And our long-term working relationship delivers significant bottom-line benefits. Because we know Owens Corning’s products and processes, we don’t need to come up to speed—saving production and management time and ensuring a smooth and accurate job every time. The key insight we gained was revelatory. Consumers didn’t actually want a better-looking alarm; they wanted an alarm that was essentially invisible. And conventional designs—round and bulbous—didn’t do that. This breakthrough insight drove our design process.



PRINT FILE MANAGEMENT

Owens Corning insulation and roofing products comprise dozens of lines totaling hundreds of skus. Packaging information is frequently updated. We are entrusted with managing and maintaining all production files—keeping them up-to-date and accurate. It's an ongoing responsibility that includes making all file changes and updates, including codes and certification changes, die changes, translation coordination, addition of new products and channel-specific communications. And because Owens Corning uses a variety of substrates, printing techniques and structures, our extensive experience in print production is extremely valuable—ensuring that the visual design maintains a consistent appearance across all applications.

CREATIVE PACKAGE DESIGN

As Owens Corning's principal packaging designer, we create designs for new product lines, redesign existing lines and interpret and roll-out third-party designs to all line skus. Our recent design work includes:

- A comprehensive redesign of all Owens Corning roofing lines
- Creating a new umbrella brand—Total Protection Roofing System—tying together roofing shingles and accessories distributed at big box stores. We also created a standards document for rolling out the brand to additional products as well as applications for various media.

IDENTITY STANDARDS SUPERVISION

Maintaining brand identity across multiple lines and sku's over time, is always a challenge. Visual identity elements have a tendency "to drift" as changes are made to the system and new products are added. Part of our responsibility is making sure that all branding elements continue to be presented cohesively and following established standards as packaging changes are instituted. For new and redesigned packaging, we also create standards documentation for packaging application as well as extending brand elements to other media such as advertising.