

# 2020 TOP 5 TRENDS

LABELING & PACKAGING ARTWORK

 LOFTWARE™



## EXECUTIVE SUMMARY

# LABELING HAS A SIGNIFICANT IMPACT ON BUSINESS AND SUPPLY CHAIN EFFICIENCIES

Today's business leaders are faced with creating new efficiencies and cost savings in the wake of increased competition and globalization. That's why these same leaders are embracing automation and digital transformation as they look to the future. They are searching for new ways to optimize business processes to remove human error and avoid supply chain disruptions so they can improve time to market, meet increasing customer demand and enable regulatory compliance. This is why they are turning to comprehensive digital platforms that enable enterprises to

create, manage and print complex labeling and packaging artwork and scale across their global operations.

In order to establish a competitive advantage in their markets, companies must be aware of how labeling trends impact their organizations and supply chains, now and in the future. So, to get a clear picture of the changes taking place in the ever-evolving labeling and packaging space, Loftware conducts an annual survey. This year's Top 5 Trends in Labeling report outlines significant shifts

in labeling and packaging artwork that are impacting businesses and global supply chains at an unprecedented level. For our 2020 report, Loftware polled nearly 1,000 professionals from organizations across all major industries and 55 countries to gather insights into the top trends transforming the market in 2020.

This year's report shows how forward-thinking companies are gaining a competitive advantage by investing in end-to-end labeling and packaging artwork solutions which address similar challenges



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“A tremendous wave of automation and augmentation has sped through corporate supply chains in the last five years.”

Gartner, The Gartner Supply Chain Top 25 for 2019, Mike Griswold, Stan Aronow, Kimberly Ennis, Jim Romano, 5/15/19

to eliminate redundancies and offer new efficiencies. The report also highlights the increasing importance of traceability across a wide range of industries and outlines some of the new methods for tracking products throughout global supply chains. Additionally, it takes a closer look at notable disruptive technologies including Blockchain and IoT and the impact they have on labeling and the supply chain. The report also covers the shift towards e-labeling and outlines how this growing digital approach offers a range of benefits and efficiencies.

The trend report also profiles how businesses are identifying the need to control all their labeling content centrally as this is critical to ensuring compliance and enforcing brand consistency. The report finishes with a spotlight on the prioritization and impact of sustainability on both consumer and supply chain related packaging. It showcases the driving demand for customization in labeling and packaging, while showcasing the disruptive nature of digital printing to meet these demands.

By understanding the important role that labeling and packaging plays, companies can create new efficiencies and cost savings to keep pace with a new consumer driven marketplace and for today's multi-faceted, dynamic supply chain landscape. Leaders who embrace innovation and new labeling methodologies will optimize costs and gain a competitive advantage in their markets.

TREND

1

## THE RISE OF END-TO-END SOLUTIONS

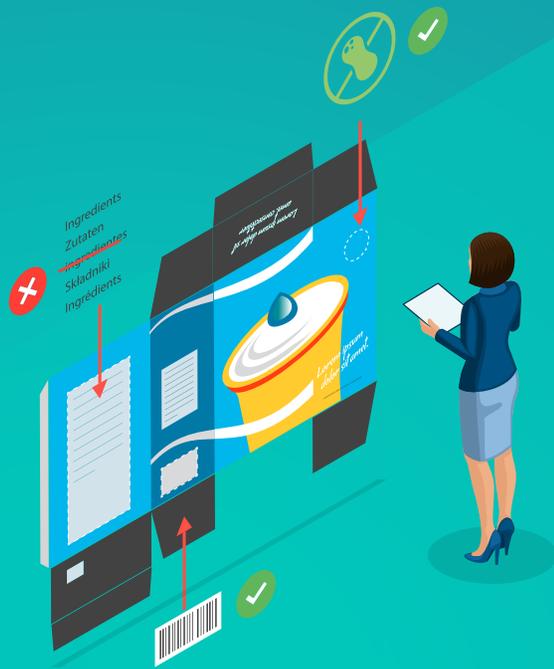
An end-to-end approach can be described as a process that takes a system or service from beginning to end to deliver a functional solution. This approach generally is delivered by a single provider, eliminating middle layers, multiple steps and any redundancies to offer convenience, optimize performance and create new efficiencies. The labeling and packaging artwork space offers a clear example of how companies can benefit from this more streamlined approach, with organizations recognizing the synergies in these areas and seeing that they could

consolidate to realize added productivity, as well as significant time and cost savings. As a matter of fact, 56% of those surveyed reported that they currently do have content being used for both labeling and artwork management and 86% see value in having on single repository for all labeling and artwork content. However, in the past these solutions have traditionally been siloed or poorly integrated which creates inefficiencies and redundancies across teams managing labeling and artwork content. Alternatively, enlisting an end-to-end label and artwork management

solution can address common requirements and shared challenges to reduce overlap, waste and redundant costs, while improving efficiencies and time to market so that businesses can remain competitive.

### **Addressing Challenges with a Combined Platform**

There are a range of customer demands and regulatory requirements which must be considered both when managing packaging artwork and printing supply



**SAID THAT CUSTOMER DEMANDS AND REGULATORY COMPLIANCE ARE THE TOP TWO CHALLENGES**

chain labels. All labels, whether on the product or packaging, require specific content to meet these demands or risk non-compliance, customer dissatisfaction and even patient safety. Also, both vehicles face challenges around content review and approval as organizations look to streamline processes. Additionally, it's critical to maintain accuracy and consistency across the enterprise for both the brand and required content no matter what its use. Otherwise, it can result in labels or artwork used in packaging and supply chain being delayed, while

also risking regulatory compliance and customer fines. Maintaining different systems for labeling and artwork management can be costly and inefficient and can limit growth. However, by taking a holistic view of Enterprise Labeling and Artwork Management companies can significantly improve operations and manage both labels and packaging artwork simultaneously, shortening lengthy approval cycles while reducing costs and simplifying system maintenance.

### **Eliminating Labeling Redundancies**

It seems clear that there are many common requirements with labeling and packaging artwork and companies are beginning to look for providers to address these combined needs. Frequently the content on a label mirrors that included on product packaging. As a matter of fact, it's quite common that labels and packaging artwork utilize the same content, images, warnings, translations and phrases. Why then would companies want to manage two separate processes and solutions?

Certainly, maintaining multiple solutions, which require access to the same content creates issues around accuracy and consistency and results in more work, more time and more errors. But the duplicative nature doesn't end here. There are common stakeholders involved in supply chain labeling and product packaging that are looking to manage the same content - whether it's regulatory, brand, regional or customer information. In both cases, it's important to enable these stakeholders to manage labeling and product packaging smarter, faster

and more efficiently with a configurable workflow framework. A combined solution eliminates redundancies and offers new levels of visibility, control and collaboration for managing both labels and artwork.

### Gaining a Competitive Edge

Companies are seeking end-to-end labeling and packaging artwork solutions which can meet the full scope of their requirements for bringing product to market and doing so quickly, efficiently and more competitively. By deploying a

single solution companies can manage and source content centrally to guarantee accuracy and consistency, mitigate risk, increase agility, optimize costs and continue efforts to expand globally. This of course has become even more important as companies look to launch and move products faster while complying with regional and regulatory requirements. However, a combined approach offers the flexibility for organizations to choose from a full range of capabilities, whether related to labeling, artwork management or both. Now businesses can be more competitive



**REPORTED THAT THEY CURRENTLY HAVE SEPARATE WORKFLOW AND APPROVAL PROCESSES TO MANAGE SUPPLY CHAIN LABELING VERSUS PACKAGING ARTWORK**



**OF ALL RESPONDENTS SEE VALUE  
IN HAVING A COMBINED END-TO-  
END PLATFORM FOR LABELING AND  
ARTWORK MANAGEMENT**



through a comprehensive digital platform that provides internal and external teams with a more collaborative, unified way of creating, reviewing, approving, managing and printing labels and artwork through an integrated, cloud-based platform. Most importantly, this end-to-end strategy increases agility and reduces costs for companies looking to deal with customer, product, regulatory and regional complexities that impact both labeling and artwork management.

**“Labeling and artwork management applications govern product packaging content for multiple regions and product lines. Supply chain leaders should support business units with a LAM (Labeling and Artwork Management) platform to address the increasing demands for product traceability, cost management and regulatory compliance.”**

Gartner, Market Guide for Labeling and Artwork Management, John Blake, Michelle Duerst, 8/21/19

**TREND**

# 2

## **TRACEABILITY IS MORE IMPORTANT THAN EVER**

Today's global supply chain requires new levels of visibility as companies add new partners, expand into new regions and attempt to meet ever evolving regulatory demands. Enabling transparency throughout the supply chain has become a necessity so that companies can ensure quality, safeguard products, protect patients, streamline location of inventory and guarantee on-time delivery to market. To do this, businesses are demanding solutions which enable faster reaction times to manage potential recalls and avert risks, presented by falsified goods

and counterfeit products which could damage brands and threaten customer safety. To manage these threats, businesses must embrace technologies that improve the ability to track and trace products throughout their lifecycle and across the global supply chain. Of course, labeling is the vehicle which carries relevant data such as specific product information which may include serial numbers, certificates of origin and lot/batch information to provide the essential link between digital and physical. Ultimately, labeling is an enabler

to traceability which provides a full audit trail of a product from its parts/materials/ingredients to its manufacturing and distribution to the end user or customer. With proper labeling and traceability, companies can respond quickly to costly disruptions across their supply chain to manage risk and expedite any necessary recalls.

### **The Impact of Globalization**

As businesses extend their reach across today's complex global supply chain, they are faced with many new risks and



**REPORTED GLOBAL TRACEABILITY  
WILL FURTHER INCREASE IN  
IMPORTANCE WITHIN THE NEXT  
THREE YEARS**

opportunities. Emerging new markets for goods and services along with a more collaborative environment make it possible for companies to reduce costs and participate in global trade. This collaboration requires geographically dispersed partners to bring products and services to market with multiple touch points which must be monitored all along the way - from the handling of raw materials to the delivery of finished goods. This is why as businesses continue to scale and embrace globalization, they must also identify new ways to ensure

traceability and reduce risks across this evolving global supply chain. To stay competitive companies must be able to access common data, business processes, labeling solutions and label content with partners and suppliers. An accepted best practice for labeling is to enable companies to extend their labeling capabilities to partners which eliminates relabeling and ensures accuracy and consistency. At the same time, it provides opportunities for traceability across the company's operations and throughout its global supply chain.

### **Moving Beyond Regulations**

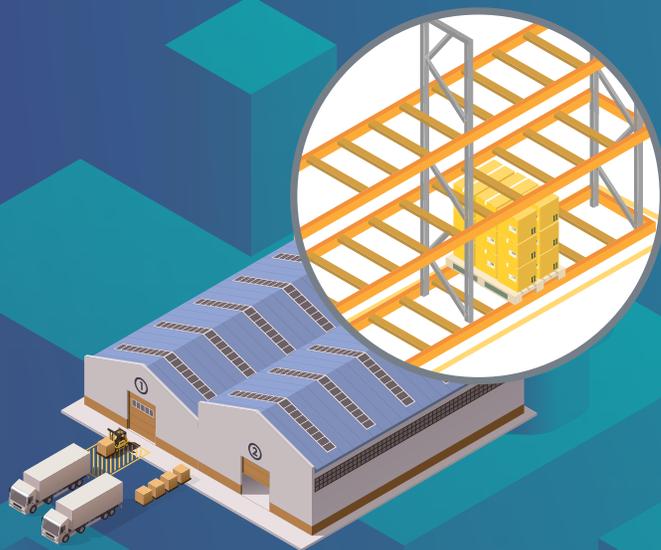
Although in the past traceability has been frequently driven by regulations, especially in pharmaceutical, medical device and food and beverage industries where validation and compliance are critical, the demand for traceability has become far more mainstream in recent years. As a matter of fact, when asked about what they thought were the top risks associated with an inability of tracking products through today's global supply chain, respondents reported 'lost products and inventory'

as the top concern at 44% with 'supply chain disruption' at 40% and 'inability to effectively manage recalls' at 37% respectively. As evidenced by these results, expectations around traceability have increased significantly as technologies offer more opportunity for visibility. For instance, the "Amazon Effect" has led consumers to expect full visibility to see when and how their products ship and to trace delivery of these products with real-time information from the manufacturer right to their doorstep.

Although the consumer experience has improved - unfortunately, when it comes to traceability throughout the global supply chain, businesses do not always get the same level of visibility that Amazon customers do. Right now, it may be simple for the consumer to trace a delivery of sneakers purchased from Amazon but it still can prove difficult to track the whereabouts of a container full of millions of goods being shipped from China to the United States.

## Blockchain Offers New Opportunities

It is becoming apparent that there is potential for blockchain to become a game-changer for supply chain management. An open, distributed online ledger this platform records transactions efficiently and in a verifiable and permanent way to provide full visibility for chain of custody. Every time a product changes hands, the transaction can be documented, creating a permanent history of a product, from manufacture to sale to consumption. With this kind of complete



44%

**REPORTED THAT LOST PRODUCTS/  
INVENTORY WAS THE TOP RISK  
ASSOCIATED WITH THE INABILITY  
OF TRACKING PRODUCTS THROUGH  
TODAY'S GLOBAL SUPPLY CHAIN**



**REPORTED THE IMPACT OF  
BLOCKCHAIN FOR TRACEABILITY  
WILL INCREASE IN IMPORTANCE  
IN THREE YEARS**

transparency potentially anyone can see and know where and how a product traveled to its ultimate destination. And, although only 12% report using blockchain for traceability today, nearly 80% reported that they think the use of blockchain for traceability will increase in importance in the next three years. The label of course is the identifier for each product and the vehicle for providing this information every step along the way - providing the physical representation which enables the traceability required for blockchain to work. There is an obvious advantage

for industries like life sciences for patient safety and food & beverage, where Farm to Fork is becoming more important as food safety and recalls have become areas of focus. However, any company embracing blockchain can recognize the potential to dramatically reduce delays, while eliminating added costs and human errors that often plagues supply chain transactions.

TREND

# 3

## CONTENT MANAGEMENT IS CRUCIAL

Companies today understand that managing control of content – including data, images, barcodes and phrases - used in labeling and packaging artwork - is critical to ensuring compliance and enforcing brand consistency. However, the challenge is that the content used in labeling and product packaging can come from multiple systems and, in some cases, custom-built applications, regulatory databases and extraneous spreadsheets which makes it almost impossible to manage. Unfortunately, there can be issues with consistency when you need to

search multiple, disparate sources for data, artwork and other assets and time lost when content is stored in the wrong place. This is why companies are looking to store, manage and access all of this content for their labeling and packaging artwork from one common, centralized and easily accessible location. They want to know they are dealing with accurate, consistent data or the latest, most up to date version of labels or artwork.

### **Integrating with Sources of Truth**

It's essential for companies to drive content from their sources of truth for data to ensure they have both the correct content and the latest version of a label or artwork. By integrating labeling and artwork with business applications, companies can leverage existing business processes and vital data sources to achieve accuracy and consistency for all of their labeling and artwork. This eliminates data duplication, added costs and the need to retrain users. Additionally, integrating labeling with business



**REPORTED THAT INTEGRATION TO EXISTING BUSINESS APPLICATIONS IS BECOMING MORE IMPORTANT FOR MANAGING CONTENT, DATA AND IMAGES**

applications provides controlled access so select users – not just IT – can update the most complex labels and artworks in minutes instead of weeks and months. A best practice is to optimize label printing to include real-time data from integrated applications alongside data and images stored within a content management repository. Also, having access to the right content can speed the creation, review and approvals of artworks. When companies draw data from sources of truth, they are able to control processes, costs and risks while reducing maintenance and

empowering users to significantly improve response times and enable streamlined compliance.

### **Centralizing Access**

As the amount of content required for labeling and packaging artwork continues to increase, companies worry about efficiently managing all of this content. This is leading to concern over errors, mislabeling and non-compliance. Our survey showed that over 80% of respondents are concerned about having

incorrect or inaccurate content on their labels. This further highlights the need to maintain a central location which brings all labeling content together for better labeling. Additionally, when asked about the top benefits of having a content management system to house all of their labeling and packaging artwork content, those surveyed reported ‘improved accuracy and consistency’ at 62%, ‘improved version control’ at 41% and ‘improved collaboration’ at 33%. Ultimately, when companies centralize access to content across a global enterprise,

they are able to create time and cost efficiencies while improving label accuracy and consistency.

## Extending Content Across the Ecosystem

When it comes to content management, collaboration is key. With so many stakeholders involved in the process it's important to ensure that content used for labeling and packaging artwork can be easily accessed by all required parties. By leveraging advanced, configurable

workflows and a centralized digital content library, different internal and external stakeholders can review and manage relevant labeling data, images and templates. This removes the potential for duplication of data as well as re-labeling while ensuring that the right people have access to the right content at the right time. Each team of stakeholders has their own interests and requirements that must be appropriately represented on the label and artwork. For this to happen, individual departments need to collaborate across the enterprise to ensure accuracy, create



“Labeling and artwork management is both a discipline and an ecosystem of applications that govern the product content data to create compliant labeling that can be viewed on traditional product packaging, online or in the supply chain.”

Gartner, Market Guide for Labeling and Artwork Management, John Blake, Michelle Duerst, 8/21/19

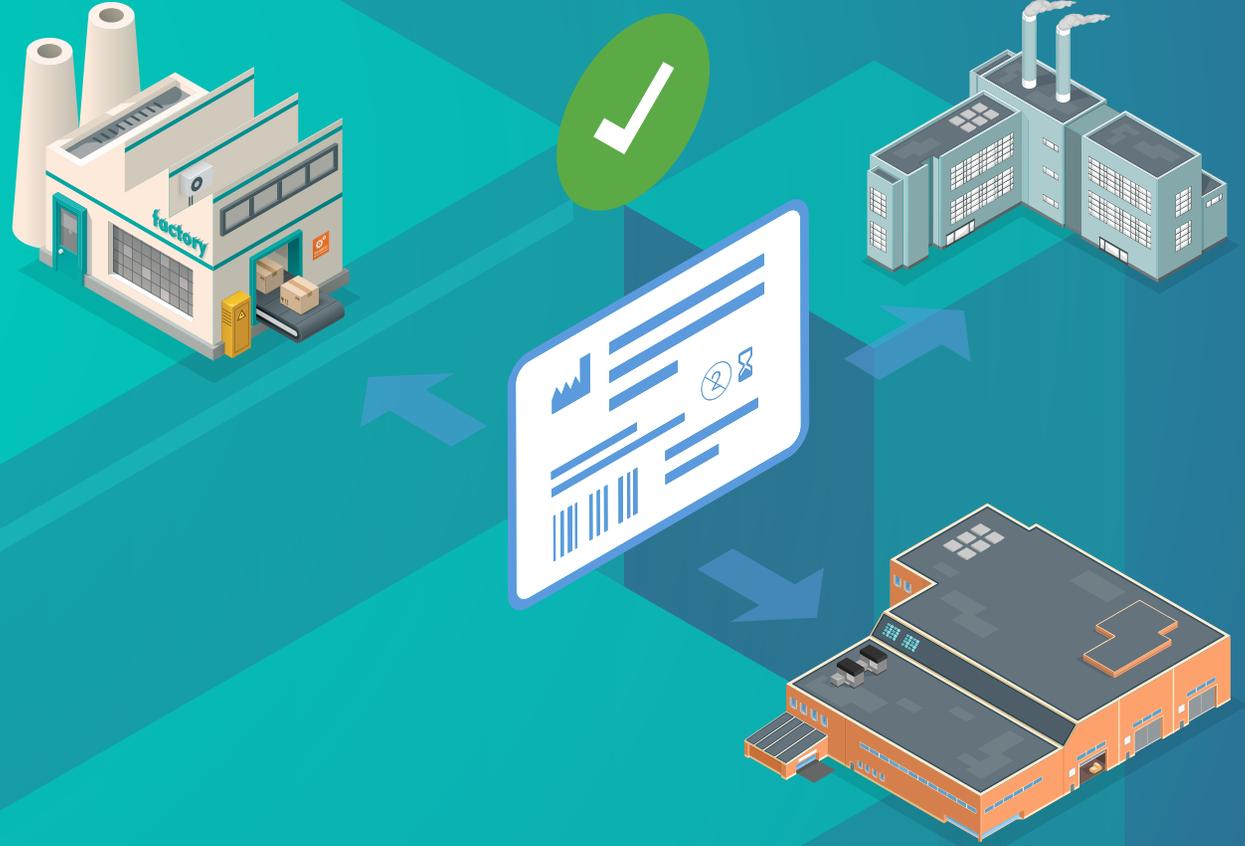


ARE CONCERNED ABOUT HAVING INCORRECT OR INACCURATE CONTENT ON THEIR LABELS



REPORTED THAT EXTENDING LABELING TO PARTNERS AND SUPPLIERS WOULD ENABLE THEM TO AVOID ANY RE-LABELING

efficiencies and streamline any label changes. Also, companies are looking for solutions that provide auditability so there's accountability regarding who changed what and when. Tight security and access controls are also important to enable partners such as graphics agencies, printers, and translation vendors, as well as customers and any other external users to access, contribute to or review approved content.



TREND

4

## THE FOCUS ON DIGITALIZATION ACCELERATES

Digital technologies are having a profound impact on business as we know it and companies that aren't willing and able to embrace the shift toward digital transformation are being left behind. Those that have moved from inflexible legacy systems and manual methods to adopt new agile digital approaches and solutions, have been able to improve efficiency and productivity, while encouraging better collaboration and innovation. This means that companies willing to adopt new business processes to meet requirements can easily scale

their business to keep pace with the global economy. Furthermore, in this information driven economy, finding and sharing information is key. And when it comes to digital transformation, labeling is at the forefront - offering a key resource for curating digital information and converting it into a physical representation. Simply scanning a label enables companies to obtain vast amounts of information about the product and its journey through the supply chain. Ultimately, companies that take on this digital mindset can reap the benefits of a streamlined business and

intelligent supply chain to become more flexible and deliver results while staying relevant in this shifting global landscape.

### **Automating Processes Creates Huge Efficiencies**

Using labor-intensive and error-prone manual processes is swiftly becoming a thing of the past - especially when it comes to labeling and packaging artwork. The use of spreadsheets and routing of physical folders for the review and approval of labels and packaging artwork



THINK IT WOULD BE BENEFICIAL  
TO AUTOMATE PROCESSES  
WITH AN END-TO-END LABELING  
AND ARTWORK MANAGEMENT  
SOLUTION

adds time and risk to your product lifecycle. This is even more apparent when there are multiple teams and product lines involved. These mounting risks have led to investments in digital solutions as companies look to adopt new processes which reduce overlap between tasks and departments and improve efficiencies. Today's digital solutions for labeling and packaging artwork offer new levels of control and consistency and enable business users to dynamically make changes to adjust to complex labeling variations and meet evolving customer

and regulatory requirements. Additionally, automating critical paths with real-time intelligent workflows clearly identifies projects which are behind schedule or at risk of running late, enabling you to take proactive corrective action to eliminate bottlenecks, improve time to market and ensure compliance.

### The Shift Towards E-Labeling

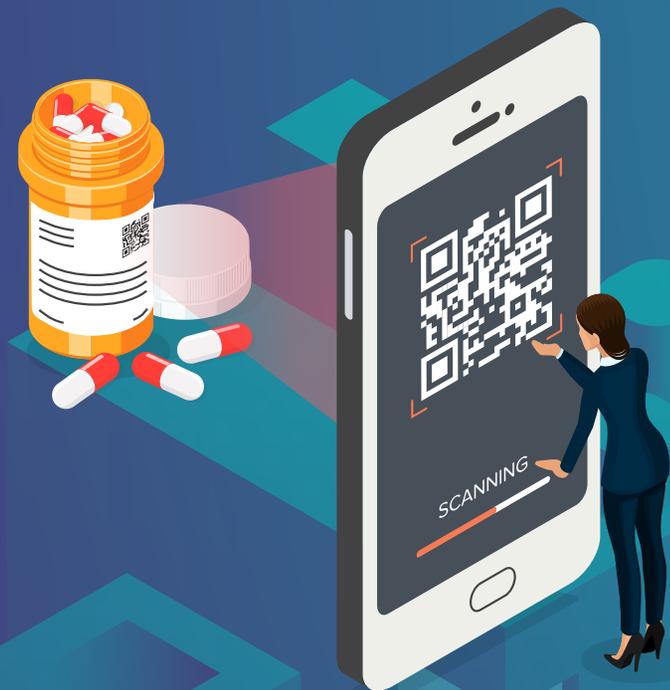
Electronic labeling or e-labeling, which involves scanning a barcode to bring you to a webpage with additional label information is another example of how digitalization has taken hold in business. This shift is because e-labels can more easily provide added data, offer custom content based on geography or consumer demographics (i.e. language) as well as offering more up-to-date information than can be conveyed on a printed label. This is especially important in highly regulated industries such as life

sciences and food and beverage where vast amounts of safety informational is required. For instance, electronic versions of Information For Use (eIFU) pamphlets are being used more commonly by pharmaceutical companies who need to provide extensive label information about their product. This has been historically done with large fold out labels which are voluminous and very hard to read. Accordingly, our report shows that as much as 85% of life sciences respondents plan to deliver Information For Use (IFU) pamphlets electronically in the next three

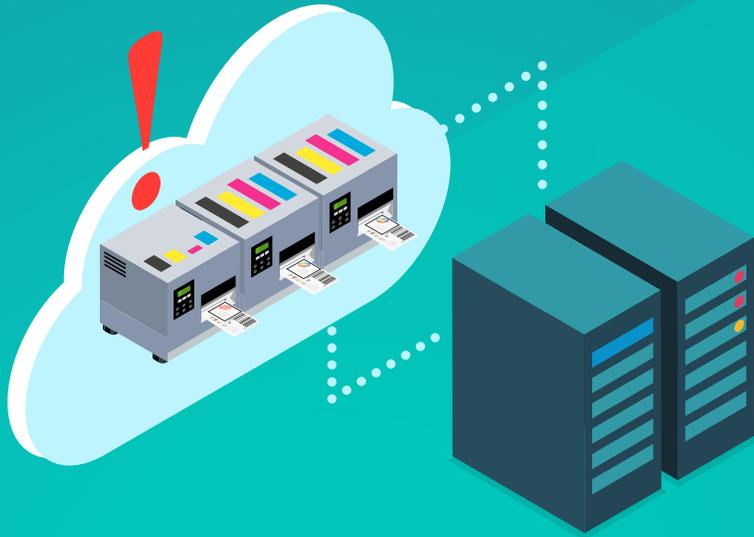
years. E-labeling removes real estate limits of a physical document or label, enabling consumers to scan a barcode to obtain incremental information about how to use the product, how it was sourced and information about its journey through the supply chain. It also enables companies to make changes on the fly without costly reprinting while empowering marketing with more customer engagement opportunities. This ultimately helps companies minimize inventory, eliminate potential waste and reduce costs.

## The Impact of IoT on Labeling

The Internet of Things (IoT) can change lives from “smart” door locks, fire alarms, and heating systems to “smart” medical sensors, fitness trackers and even refrigerators that alert us when we’re out of something. But how does IoT, with the ability to monitor and manage devices through the Internet, help businesses communicate and connect? With IoT, companies can collect vast amounts of information in the supply chain including temperature, time passage, weight, location and



**WILL USE ELECTRONIC LABELS OR PROVIDE SCANNABLE BARCODES FOR CUSTOMERS TO OBTAIN ADDITIONAL INFORMATION 3 YEARS FROM NOW**



**SEE VALUE IN HAVING LABEL  
PRINTERS CONNECTED TO AN IoT  
FRAMEWORK**

navigational path all captured through intelligent device sensors and stored in enterprise applications. And, the barcode is the enabler that allows whatever is being sensed, weighed or monitored to tie the information to the specific item. One practical use case for companies using IoT is connecting their label printers to an IoT framework so they can more easily manage their global printer networks, monitoring printer health, update device settings and monitor status on the fly. This allows them to know more about the state of their printer environments before

printing even occurs and enables them to pre-emptively address printer issues before they arise. This valuable data offers real-time operational insights to help these companies reduce maintenance and potential downtime. As businesses look to use intelligent capabilities they are also expecting to leverage IoT more proactively with their labeling solutions.

TREND

5

## PACKAGING: CUSTOMIZED, SMART & SUSTAINABLE

Packaging communicates many things from your company's image and brand to product and safety information. However, managing packaging requirements, from sourcing materials and embracing new technologies to customization of product artwork has become increasingly complex. Even still, smart and sustainable packaging trends continue to achieve growth across the globe as consumers show interest in personalized products and new eco-friendly materials and measures. As an example, over 74% of our survey respondents reported that their

company creates custom or personalized products that are specific to one customer or a set of customers. However, 55% are concerned about their inability to support customer and personalized product variations. So, as brands incorporate these new elements to the packaging strategy, they are faced with re-evaluating their processes and solutions to ensure they can meet these requirements which impact everything from artwork, production and printing to supply chain strategy.

### **Sustainability Becomes a Priority**

As sustainability initiatives become more mainstream, companies must consider how they can improve packaging strategies and continue to focus on the customer experience, while meeting new corporate social responsibility goals and watching the bottom line. However, this call to improve packaging also offers benefits for the corporate side who face rising transportation and warehousing costs. Making improvements through packaging engineering can reduce waste and improve supply chain efficiencies



**SAID THAT THEIR COMPANY IS CURRENTLY INVESTING IN REUSABLE CRATES, CARTONS AND PALLETS THAT COULD BE REPEATEDLY UTILIZED IN THE SUPPLY CHAIN TO SUPPORT ENVIRONMENTAL SUSTAINABILITY**

while reducing costs. Some companies are adopting reusable shipping methods and nearly 40% of respondents reported that they have sustainability initiatives around packaging in their supply chain. Many companies are exploring the potential benefits on both the corporate and consumer side and are planning large scale sustainability initiatives that will have a direct impact on their product packaging and their supply chain strategy. As a matter of fact, 81% of our respondents believe that sustainability will increase in importance within the next three years.

### **The Impact of Customization**

One of the most notable changes in consumer marketing in recent years is the shift toward personalization. Consumers are beginning to expect more attention and more personalized products to meet their specific needs. This significant shift is not only influencing purchasing and sales but also how companies manage packaging. For instance, when asked about what they believe was the biggest challenge regarding customization, nearly 50% of respondents reported they were managing an increasing number of product

variations. Managing this proliferation of product variants is a difficult task that companies are dramatically streamlining by having an automated artwork management solution. Deploying such a solution can allow a configurable workflow framework, enables stakeholders to control the process and offers complete visibility for content changes throughout the product lifecycle. This ultimately, reduces the review cycles and shortens time to market. Of course, when it comes to managing this increasing level of product variation with minimum effort, companies also are looking to streamline content

management and incorporate a dynamic labeling approach with business logic. This allows companies to have flexibility with artwork and labels to meet customer requirements quickly and efficiently and get to market ahead of their competition.

## Digital Printing Disrupts Packaging

With many of today's brands looking to enable customization and shorten time to

market it seems natural that there's a shift from conventional analog print to digital printing. There are several advantages for those embracing this trend – from reducing time to market and meeting just-in-time production requirements to a host of cost saving opportunities from minimizing waste, inventory reduction and elimination of storage costs. Brand owners in industries ranging from medical device to consumer goods and food & beverage, who may need to more easily

make print changes on the fly or who are more commonly dealing with variable data, recognize the opportunities. Our survey showed that 46% of respondents are currently doing some digital printing for labeling or packaging artwork. When asked what they think are the primary benefits of printing packaging and labeling digitally the top three answers were cost savings (46%), ability to support customization and personalization (44%) and reduced waste (41%). Additionally,



**ARE CONCERNED WITH THEIR  
ABILITY TO SUPPORT CUSTOM  
AND PERSONALIZED PRODUCT  
VARIATIONS**



**BELIEVE THERE WILL BE AN INCREASE IN THE USE OF DIGITAL PRINT FOR LABELING AND PACKAGING ARTWORK IN THREE YEARS**



these companies are embracing digital production workflows which can streamline business processes and enable access to consistent and accurate content. Ultimately this approach can help brands become more dynamic and agile while reducing costs and time to market.

“Supply chain leaders responsible for planning, growth and packaging sustainability can: Reduce packaging waste that is within the scope of the supply chain network by working with suppliers and operational leaders to identify opportunities to reduce pre-consumer waste from incoming materials and manufacturing processes.”

Gartner, Supply Chain Leaders Guide to Reducing Packaging Waste, John Blake, Sarah Watt, 8/16/19

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Loftware is the global market leader in Enterprise Labeling and Artwork Management solutions with more than 5,000 customers in over 100 countries. Offering the industry's most comprehensive digital platform, with SaaS, cloud-based and on-premise solutions, Loftware redefines how enterprises create, manage and print complex labeling and packaging artwork and scale across their operations. Loftware solutions integrate with SAP®, Oracle® and other enterprise applications to produce mission-critical barcode labels, documents, RFID smart tags and packaging artwork. Our combined platform—whether for labeling, packaging artwork or both—enables customers to uniquely meet regulatory mandates, mitigate risk, reduce complexity, ensure traceability, improve time to market and optimize costs as they meet customer-specific, brand, regional and regulatory requirements with unprecedented speed and agility.

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