

Line Shack Winery Saves 33% on Wine Label Costs with Lean Labeling® Technology

ORGANIZATION

The Line Shack Winery takes its inspiration from the Old West, Italy and the sanctity of Nature as it produces award-winning Bordeaux and Rhone vintages in the San Antonio Valley AVA Monterey, California. This up-and-coming enterprise is driven by the savvy of Bob and Daphne Balentine, who are committed to pursuing excellence and sustainability as they near production levels of 10,000 cases.

CHALLENGE

Doing business with a large label manufacturer can cause multiple issues for an emerging winery like Line Shack. The Balentines say they were experiencing many of them: quality issues, long lead times, over paying for labels and always receiving 10% over shipments.

SOLUTION & RESULT

The Balentines were pleasantly surprised to see how many innovations Labeltronix' Lean Labeling® technology afforded them. "It's amazing. Not only did we save money on our labels, but they look better, too, as the labels help impress the tasting room crowds and drive retail sales outside our store," explains Bob Ballentine. "Our results speak for themselves. Just look at how they stack up."

The bottom line:



| | Before Labeltronix | The Labeltronix Solution | Results |
|--------------------|---|---|-------------------------------------|
| Prices | Labels seemed to be competitively priced. Lean Labeling® technology | Saved 33% on the label pricing with Labeltronix' | Annual savings of 33% |
| Quality | Subpar; the standard Line Shack requested was "not possible," the winery's former label supplier said | Much improved print quality foiling and embossing. | Increase sales of 20% |
| Delivery | 4 to 6 weeks | 7 to 10 days | Quicker to market |
| Waste | 10% of labels went unused; overage was described as "industry standard" by label provider | 0% waste, because they order only what they need 6% of annual sales | Able to reduce costs and save money |
| Flexibility | Fluctuations in varietal sales made label ordering: <ul style="list-style-type: none"> ✓ Challenging ✓ Previous supplier forced them to order more than they needed to get best price with smaller quantities. | Fixed price per label allowed for: <ul style="list-style-type: none"> ✓ Ordering only what was needed per bottling date ✓ Gave them more control over how they order and manage their wine labels. | Annual savings of over 16% |