iBrams
brand management

WÜRTH

Case Study **Adolf Würth GmbH & Co. KG**

Adolf Würth Uses iBrams to Ensure Consistent Digital Product Labeling

Benefits of the new solution

Fully automated system for creating labels in 25 countries and 28 languages

Enthusiastic users save time and money

Templates are always current and always CI-conformant

Labels adaption with iBrams at Adolf Würth

Challenge

Incorporating more than 360 companies in 82 countries around the world, Adolf Würth GmbH & Co. KG is a true global player. One of its key business areas involves chemical-technical products for the small trade sector. These goods—which are purchased by Würth in Germany, labeled, and then sold worldwide—require labeling that includes measuring instructions, safety indicators, and a list of additives in all local languages of the target countries.

Because labels were only available in common languages such as English, French, and German, Wurth's managers often commissioned ad-hoc translations that did not comply with design specifications and were very error-prone. The company needed a binding, centrally controlled process for creating multilingual labels using a digital workflow.

Solution

Würth adopted the iBrams brand management solution, which allows users with no prior design experience to create high-quality Adobe InDesign layouts via a web browser. With iBrams, the centrally created label templates are always up to date and can consistently be produced in several languages in compliance with design specifications.

Würth IT staff uploaded 130 templates into iBrams and integrated 25 countries and 28 languages into the fully automated product process. This resulted in a globally standardized solution for label production that precisely delivers the required language versions and combinations.

"Users around the world are enthusiastic about the new solution," says Jürgen Häckel, Würth's IT director. "The former label production was very time-consuming due to coordination processes and numerous revision loops, but today we have a fully automated system that allows for checking of project status at all times, which saves us costs and work hours."

Fast facts

Business situation

Würth needed to save time and money by converting from an inefficient, manual label production process to a fully automated digital workflow.

Result

iBrams enabled Würth to integrate several hundred labels into a completely automated process. The solution's intuitive, web-based interface allows Würth employees to easily adapt labels to existing market conditions while still keeping key brand elements and layout specifications intact.

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