

## SOLVING PROBLEMS, CREATING CONSTANT IMPROVEMENT AND ELEVATING ITL'S BRAND.



Intelligent  
Label Solutions



ITL are a respected label manufacturer with an innovative and intelligent approach to delivering label products and solutions to retailers, brand owners and global garment manufacturers.

ITL operates across 21 global locations with manufacturing sites 'close to needlepoint' and a focus on achieving a more sustainable supply chain with low environmental impact, cost and short lead times.

ITL appointed Mellow Colour to improve print quality management processes in 2014.

### THE SITUATION BEFORE MELLOW COLOUR

Initially, before being introduced to Mellow Colour, ITL were using a lot of manual processes and had introduced technology such as spectrophotometry as it started to become more readily available in some of ITL's remote locations.

Getting first time approvals was time consuming and required a lot of manual tweaking. ITL adopted an approach to work on getting print approval from one site location first, and then sending this to other regions to match to, along with measurements and print data. ITL soon recognised this process was time consuming and inefficient.

While ITL were managing quality to a degree, it was obvious that everything was taking longer than it really should and customers don't always have the luxury of time. "It was also harder to make allowances for dry back tolerances and provide consistency when different regions used different versions of a required board type due to local availability and cost." Noted Simon Phelps, European Sales & Marketing Director at ITL.

ITL were looking to make improvements to their print quality management and Mellow Colour stood out to them as an option to explore.

### WHY BRING IN MELLOW COLOUR?

Mellow Colour was introduced to ITL by a mutual client, Marks and Spencer, who were keen for their key supplier to join their Print Quality Management (PQM) Program. Equally, ITL wanted to achieve consistency across multiple locations and materials, to save time, money and reduce environmental impact.

"We wanted to ensure consistency across print jobs regardless of how many times they were printed, and in what location they were printed in." said Phelps; a common goal for Mellow Colour clients.



Printers across all our global sites are working smarter and in alignment with PQM standards, which in itself creates a better environment, higher levels of professionalism and pride in working to an independent high level standard.

**Simon Phelps**  
European Sales and  
Marketing Director - ITL



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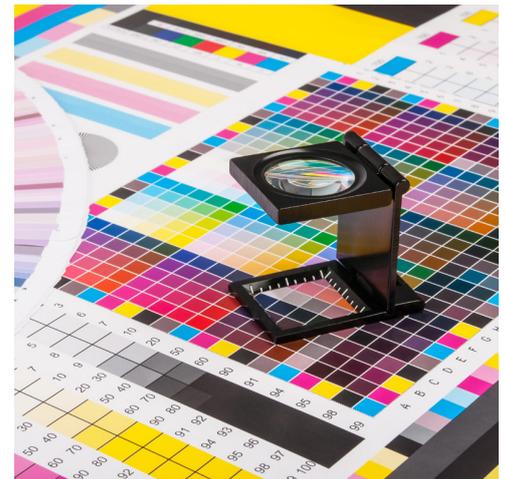
“Mellow Colour’s approach to PQM was professional and supportive,” commented Phelps. “They offered guidance on a global basis by being able to work with our individual print factories to implement a standard that would work for us, and not just get us a certificate.”

### WHAT EFFECT HAS MELLOW COLOUR HAD ON BUSINESS?

ITL has been partnering with Mellow Colour for PQM for over 7 years, implementing colour management systems and training across all of their global printers.

“The transformation has been amazing,” stated Phelps, “First of all, our printers across all our global sites are working smarter and in alignment with PQM standards, which in itself creates a better environment, higher levels of professionalism and pride in working to an independent high level standard.”

Jobs are now bring proofed and are ready for production much quicker, with reduced make-ready times which has a positive effect on ITL’s costs and their environmental footprint.



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### BENEFITS

Another significant benefit is the ability to identify and solve colour problems promptly by studying the reports provided by the Mellow Colour system. ITL confirmed that problems are now identified and solved before they develop, which again, reduces waste and costly mistakes and improves customer satisfaction.

Furthermore, ITL feels their work with Mellow Colour has elevated their position within the industry.

“Customers trust our ability to do what we say we are going to and new clients are impressed that we have invested in an independent quality system, that provides ISO accreditation and guarantees that their packaging can be made conveniently on a global scale for their supply chain without compromising on quality or colour consistency.” Said Phelps.

## WOULD YOU RECOMEND MELLOW COLOUR

“Right from the outset, Mellow Colour have acted like a partner and advisor to us and helped us to see the importance of fully following the process rather than simply investing in software and audits.” He continued, capturing the ethos of Mellow Colour perfectly – to be a partner in an end-to-end process, helping all stakeholders in PQM to learn, refine and progress.

“Staff consistency and a lean management structure has meant that Mellow Colour have built personal relationships with our sites at a printer, QC and GM level and they are welcomed into our factories rather than feared at audit time,” commented Phelps, an accolade that Mellow Colour are proud of.

Mellow Colour’s expertise has helped ITL to solve many problems, as they have adopted our proven approach to make continuous improvement.

“We also find them very easy to deal with and accommodating of our needs when trying to arrange training or audits so that maximum benefit with minimal disruption can be assured,” reflected Phelps.

Overall, this has been a successful partnership for all stakeholders involved.



Mellow Colour’s expertise has helped us solve many problems and their approach allows us to make constant improvements.