

Navigate Disruptive Challenges in Manufacturing

with In-House Printing Solutions

While manufacturing is typically a slow-moving and conservative industry, disruptions like COVID-19 have created new challenges that require manufacturers to innovate quickly. With supply chain disruptions, social distancing requirements, travel restrictions, and the increased need for oversight, significant complexities have been added to the production process. These challenges could result in costly delays, loss of profits, and quality issues that can likely damage brand reputation.



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According to a US National Association of Manufacturers Survey*, due to the impact of COVID-19:

78.3% of manufacturers anticipate a **financial impact**

53.1% of manufacturers anticipate a **change in operations**

35.5% of manufacturers are facing **supply chain disruptions**

*(March 12, 2020) Manufacturers' Survey Reveals Current Industry Impact of COVID-19

<https://www.nam.org/manufacturers-survey-reveals-current-industry-impact-of-covid-19-7411/?stream=series-press-releases>



1. Supply Chain Disruptions

On a global level, nearly every supply chain is susceptible to unexpected impacts. Frequently cited issues include:

- Parts arriving late, resulting in late deliveries to customers
- Additional costs created due to disruptions. For instance, increased cost of expedites in addition to air shipments being more expensive more than ever.
- Supplier shutdowns/stoppages forcing usage of alternative suppliers



2. Manufacturing in a Safe Environment

Manufacturing facilities and workstations require redesigns to ensure worker safety.

New standards:

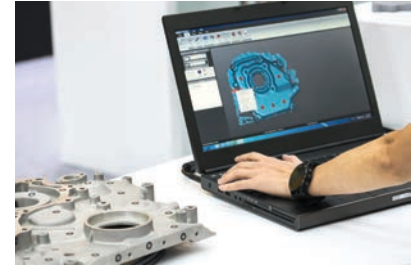
- Minimum 6 feet distance between workstations
- PPE for factory workers
- Machine/workbench cleaning between shifts
- Regular cleaning and sanitation drives



3. Limited Movement of Staff

Globally, restricted movement of employees is expected to last for an additional 18-24 months – requiring new ways to develop products remotely, for instance:

- Build and maintain relationships with suppliers
- Resolve complex issues
- Develop new products and technologies



4. Reduced Remote Oversight

Due to increased safety regulations, customers are now forced to grapple with the following:

- Perform acceptance tests remotely
- Recommend changes and measure improvements remotely
- Installation, set-up, and use of the product/equipment solely using remote assistance from the manufacturer



Prioritization Pitfalls

With a laundry list of problems, limited team resources, and a radically different work environment, many have taken the approach of tackling issues, such as:



- 1. Re-opening factory and manufacturing**
- 2. Obtaining all required materials for operators**
- 3. Enforcing all safety requirements**

In some cases, choosing not to respond quickly enough is choosing not to respond at all. To avoid this, companies must empower manufacturing teams to act with urgency and without bureaucracy.

Next Steps?

Removing barriers is the key to success during challenging times. Businesses that wish to reduce bottlenecks within their organizations should look to expedite decision-making and streamlined processes.

The problems surfaced by COVID-19 will not go away overnight. As the manufacturing industry rises to the occasion, we'll witness fast adoption of innovative technologies at scale because, for many, that's the only choice. It's estimated that we can expect to see years of innovation happen in the next few months.



Key Considerations for Innovation and Technology Adoption

Does the Introduction of New Technology Assist with the Following:

Dependencies – will my reliance on outside resources be reduced?

Speed & Agility – will product development and production throughput increase and reduce my time-to-market?

Flexibility– will this help me realize broader benefits, or are the benefits narrow and limited to only one product line?

Footprint – does it fit within my current factory space and infrastructure?

Ease of Adoption – can I adopt this new technology with limited, and perhaps only, remote support from the provider? Does the provider have experience in helping me with the adoption given the limitations?





How the Adoption of In-House Digital Desktop Label Printing Can Help

1. Allows you to bring more of your label printing in-house **reducing dependencies** on commercial print shops
2. Increase your sales, volume, and profits by incorporating **private labeling** into your production. [Find out how this is easily accomplished.](#)
3. As your product range evolves rapidly, your marketing team can design new label artwork and quickly assist with proofing and production runs, **reducing time-to-market** by several weeks for new products
4. You have the **flexibility** for print runs of 5, 500, or 5,000. Shorter runs and multiple SKUs can be handled **efficiently** and at almost no notice
5. With a **small footprint**, desktop label printers turn label printing into a one-person job, which allows for easier adoption of social distancing norms
6. Unlike large presses, desktop units are **easy to install and set-up** with very little, simple web-guidance from the manufacturer. Additionally, manufacturers can economically build redundancy by adding a second printer – which is much **more affordable** than a second large press.

AstroNova Understands Your Application

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Tel: +1 401-828-4000
Toll-Free: 877-757-7978 (US Only)
info@astronovaproductid.com



www.astronovaproductid.com

www.getlabels.com

WORLD HEADQUARTERS

AstroNova, Inc.
600 East Greenwich Avenue
West Warwick, Rhode Island 02893 USA
Tel: +1 401-828-4000
Toll-Free: 877-757-7978 (US Only)
info@astronovaproductid.com

EMEA HEADQUARTERS

AstroNova GmbH
Waldstraße 70
D-63128 Dietzenbach, Germany
Tel: +49 (0) 6074 31025-00
infoDE@astronovaproductid.com

CANADA

Tel: +1 450-619-9973
Tel: 800-565-2216 (Canada Only)
infoCA@astronovaproductid.com

LATIN AMERICA

Tel: +52-(55)-3934-5171
infoMX@astronovaproductid.com

FRANCE

Tel: +33 1 34 82 09 00
infoFR@astronovaproductid.com

UNITED KINGDOM & IRELAND

Tel. +44 (0) 1628 668836
infoUK@astronovaproductid.com

DENMARK

Tel. +49 (0) 6074 31025 00
infoDE@astronovaproductid.com

CHINA

Tel: +86 21 5868 1533
infoCN@astronovaproductid.com

MALAYSIA

+603 5031 9330
infoMY@astronovaproductid.com

