

CASE STUDY

# AkzoNobel



## Production Reimagined







## Production Reimagined

### The Challenge

With supplying the globe, AkzoNobel provides industries and consumers with paints and performance coatings. Products include decorative paints, automotive and specialty coatings, industrial coatings, marine and protective coatings, and powder coatings.

Being a manufacturer, one of AkzoNobel's top priorities is turnaround time. With their current processes, they were forecasting production for up to two weeks. The outdated method made adapting to sudden demand shifts extremely difficult and almost wasteful.



### Where AkzoNobel needed help:



**Converting to just-in-time (JIT) production.** To optimize the production process, AkzoNobel needed to minimize inventory and drive efficiency by aligning their supplier directly with production schedules. In order to accomplish this, AkzoNobel was searching for a partner who could shift from a 3-5 day turnaround to a 4-hour turnaround.



**More control over on-demand print.** Alongside just-in-time production, AkzoNobel needed a partner flexible enough to shift capacity depending on ad-hoc needs.



**Quick decision-making.** Overall, AkzoNobel needed a partner who could provide a more efficient process to support quicker decision-making.

## The Solution

Wanting one sole supplier, Drummond had the capacity to tailor a production warehouse to service every project. In turn, providing products to all areas of North America.

Solutions Drummond provided:



Print can labels  
at scale



Application of labels  
to empty cans



Demand Forecasting  
for JIT

## The Results

Drummond x AkzoNobel results by the numbers:

**98%**

On-time  
delivery rate

**3M**

Can labels  
per year

**250K**

Can labels per  
month

**10 Years**

of steady growth +  
strong partnership



## From Project to Partner

By proving Drummond had the capabilities, the capacity, and the technology-backed team, they grew into an extension of AkzoNobel's team by becoming the sole supplier of printed labels for the Car Refinishes division. Furthermore, the effectiveness of Drummond's process allowed the team to expand into other product lines. Meaning that as AkzoNobel develops and produces different products, Drummond steps in to supply them with just-in-time (JIT) labels. Because of this strategic partnership, Drummond enables AkzoNobel to distribute new products into the market as soon as it is produced.

What AkzoNobel thinks about Drummond:



Flexible, accomodating, and responsive.



A true, professional partner.

## Testimonials



From my standpoint, Drummond is incredibly responsive - I throw a lot of really random stuff at them at all hours of the day and their **response time is immediate**. Quotes, jobs, website maintenance, etc. They are very flexible [with our projects] and even revamped our technology to make it faster. **Everything is now perfect.**



Impressed with access to Drummond's level of professionalism. **Customer service is outstanding.** Sometimes my team makes mistakes but they catch them and has been very responsive.



# DRUMMOND

experience **reimagined**

## About Drummond

Drummond helps brands take their customers' experience to the next level by **bridging the gap between digital and print**, simplifying the process of taking an idea from concept to execution, and delivering the right solutions on time, every time.



## GET IN TOUCH

2472 Dennis St,  
Jacksonville, FL 32204

(904) 354 - 2818

[Info@Drummond.com](mailto:Info@Drummond.com)