



Ken Meinhardt President Label Traxx

Obtaining and processing orders



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Topics of Discussion

- Estimating challenges and suggestions
- Streamlining Order entry processes
- Lessons learned on the web



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Estimating



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Estimating Considerations

- The correct estimator is the key
 - Process engineering
- Profiling all your assets and processes
 - Conventional vs Digital
- Know your cost
 - Very important for decision making
- Cost mark ups for profit



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Who should estimate?

- Knowledge of all equipment capabilities
- Materials- Ink and Stock details
- Tooling options
- Pre-Press requirements
- Schedule loads
- Training...Training...Training



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Production Equipment

- Equipment selection
 - Number of colors/to print cylinders
 - Digital vs Analog
 - Tooling inventory
 - Production quality
 - Schedule loads again



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The goal is knowing your cost

- Cost makes better decisions possible

Label Traxx
 File Edit Reports Super Reports Help
 Celestial Labels, Inc. Editing Estimate Location: Label Expo 2016
 General Stock, User Defined Colors Finishing & Misc. Post Press Production Margins Price Tuning Foreign Currency Activity

	Quantity	1,000	5,000	10,000	20,000	30,000	50,000
Price	Per M	\$225.00	\$55.00	\$34.20	\$22.70	\$19.30	\$15.62
Profit Adjustment:	Standard	Commission 0.0%		Profit Adjust		<input type="checkbox"/> Reciprocal	
	MFG Rep No.			MFG Rep Commission		0.0%	
Materials:	Cost	25.77	45.83	70.79	118.28	168.06	261.20
	Factor	1.35	1.35	1.35	1.35	1.35	1.348
	Margin	9.02	16.04	24.78	41.40	58.82	90.90
	Total	34.79	61.87	95.57	159.68	226.88	352.10
Labor:	Cost	122.72	137.78	159.12	189.90	227.02	277.40
	Factor	1.55	1.55	1.55	1.55	1.55	1.546
	Margin	67.50	75.78	87.52	104.45	124.86	151.46
	Total	190.22	213.56	246.64	294.35	351.88	428.86
Sum Totals:	Cost	148.49	183.61	229.91	308.18	395.08	538.60
	Margin	76.52	91.82	112.30	145.85	183.68	242.36
	Additional Cost	0.00	0.00	0.00	0.00	0.00	0.00
	Freight Cost	0.00	0.00	0.00	0.00	0.00	0.00
	Amortized Costs	0.00	0.00	0.00	0.00	0.00	0.00
	UL/CSA Admin. Fee	0.00	0.00	0.00	0.00	0.00	0.00
	Production	225.00	275.00	342.00	454.00	579.00	781.00
	Non Recurring not amortized	0.00	0.00	0.00	0.00	0.00	0.00
	Overall SUM	225.00	275.00	342.00	454.00	579.00	781.00
	% Margin	34.01 %	33.39 %	32.84 %	32.13 %	31.72 %	31.03 %
	Value Added	122.71	137.35	158.91	189.87	227.26	277.44
	Value Added/Mat. Costs	476.17	299.69	224.48	160.52	135.22	106.21

Buttons: Save, Cancel, Duplicate, History, Delete, Calculate

FN: 16776



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Estimating Pricing

- Know your marketplace
 - Unique process and product?
- Know your competition
 - Equipment
 - Overhead
- Track results
 - Won vs Loss



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Market Place Quoting

- Blank thermal label
 - Tight margins/low profit
 - Commodity
- Prime Labels
 - Higher value more profit
 - High volume
- High tech products (security, extended content)
 - High profit
 - Barriers to entry



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Competition

- Who are you competing against?
- What equipment do they have?
- What are your competitive advantages?



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Estimating Online



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Request An Estimate

Is your project ready for production? Are you still kicking a few ideas around? Do you need to budget for your next project? Whether you're still sketching on a napkin or have camera-ready art on disk, we can help with the next step. Just submit your project information in the form below and a representative will contact you soon.

You Are A

New Customer

This Is An

Estimate Request

Your Name

Company

Address

City, State, Zip

Country

United States

Phone Number

Fax Number

E-mail Address

Preferred Response

E-mail

Artwork Provided

None

Specific Project Information:

Project Name

Project Due Date

File Upload

Choose File no file selected

Additional Details

Please provide additional details about your project in the field below.



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in the 50 United States & DC
WORRY-FREE Ordering
you'll never be charged until proof is approved

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Get an instant quote



Choose a label shape ?



Specify a label size ?

(all measurements are in inches and can be entered in fractions or decimals)



Enter Height
(e.g. 5-3/4 or 5.75)
3.25 3-1/4"

Enter Width
(e.g. 3-1/4 or 3.25)
7 7"

Select unwind direction ? →

Select unwind direction below, see preview above

- Top Off First (#1)
- Bottom Off First (#2)
- Right Off First (#3)
- Left Off First (#4)

Select application method ?

- Machine Applied
- Hand Applied

Next

Label Price Details

Shape	Rectangle
Size	3.250"h x 7.000"w (3-1/4"h x 7"w)
Corners	Rounded
Unwind Direction	Right Off First (#3)
Application Method	Machine Applied
Versions	2
Total Labels	7,500
Material	White BOPP Plastic -Permanent
Finish	Gloss Laminate
Price	
<input checked="" type="radio"/> 7,500	\$1,119.19 (\$0.150 ea.)
<input type="radio"/> 15,000	\$1,972.95 (\$0.132 ea.)
<input type="radio"/> 22,500	\$2,823.29 (\$0.126 ea.)
Total Price	\$1,119.19

Email Quote

All prices include unlimited colors and Free 2-Day shipping to anywhere in the 50 United States and DC.

All our labels are delivered on rolls with industry-standard 3" cores - suitable for hand or machine application.

Prices are guaranteed for 30 days from when order added to shopping cart.

Order Now



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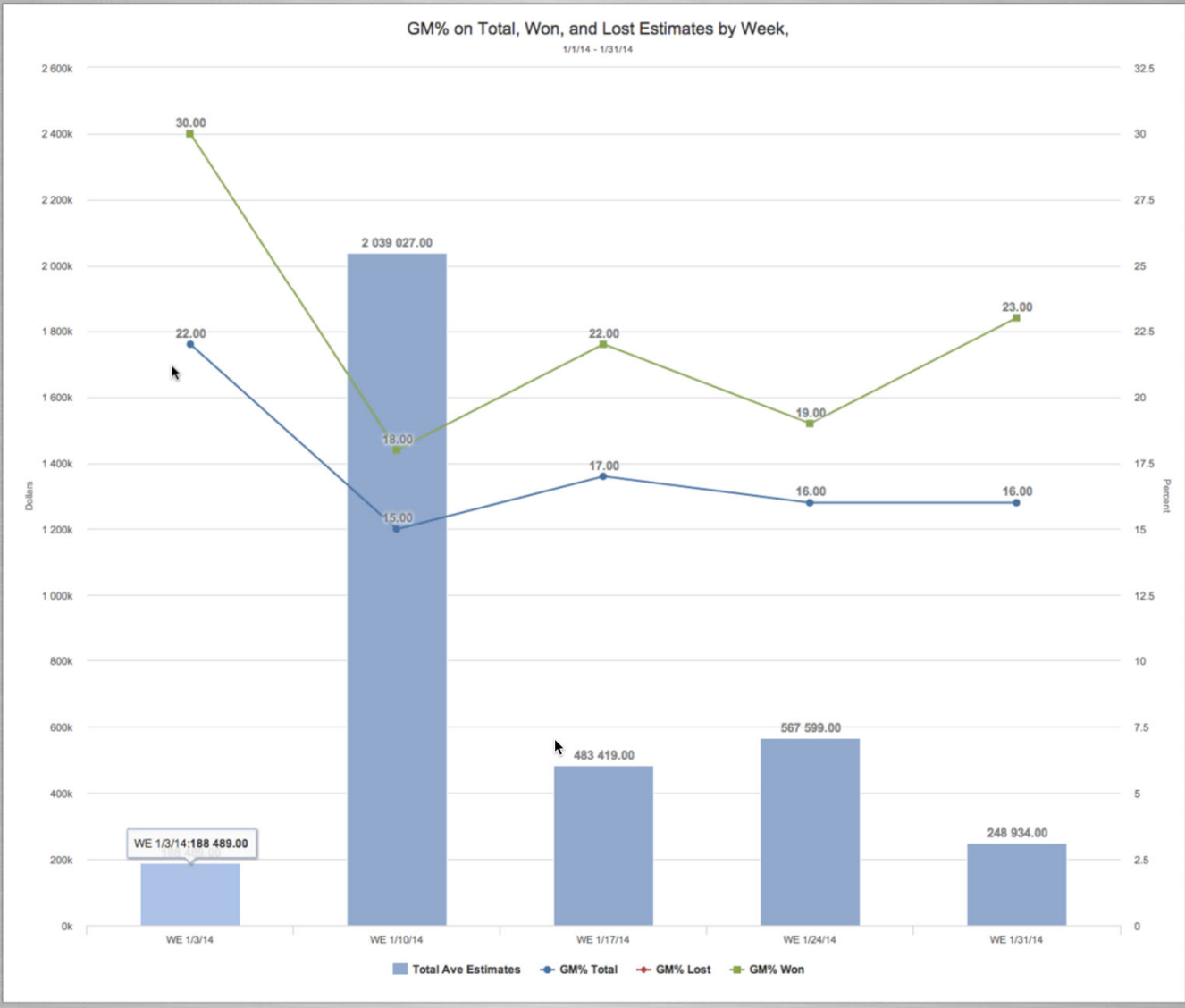
Manage Estimating with Data

- Need feed back from sales
- Number of quotes processed
- Quotes converted to orders
- How many were lost to competitors?



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\$3,527,468 Total Ave Est	\$1,266,885 Prior - Tot Ave Est	\$2,260,583 Estimate Diff	16.0% Ave GM%	18.0% Prior - Ave GM%	Ave Lost GM%	20.0% Ave Won GM%
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Order Processing



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Who should enter orders?

- Job engineering preformed by the estimator
- A person with a attention to detail
- Excellent communication skills
- Should customers enter orders online?



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Processing Orders

- Where are they coming from?
 - Email from customers or salespeople
- Cost of processing an order
 - Your costs on the other side of the wall
 - Critical steps or touches
- What percent of orders are reorders?
 - Are they easy to process?
- Order Automation
 - Can you use automation to remove steps



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Steps for Order Processing

- Receipt of Order
 - From various sources
- Managing versions or SKUs
 - Orders consisting of 100 of versions
- Managing of artwork
 - Prepress automation
- Proof approval process
- Entering the order



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Ultimate Automation

- Orders from multiple sources
- Order created unattended
- Picking requests direct to warehouse
- Invoice or bill sent shortly after shipment



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Ordering Online



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Online Service When Possible

- All data must be kept in the MIS software
 - Single source for all data of record
- Must be able to handle all products
- Must be easier for your customer
- Simple reorders are the top request
- Viewing past products produced with images



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Why do online systems struggle?

- How do customers order now?
 - Phone
 - Fax
 - Email
 - Website
 - EDI
- Who enters that order?
 - Label buyers?
 - Salespeople?
 - Customer Service?



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Traditional attempts online?

+ 10% Overs / No Unders

Exact Quantities

General Description

Your answer _____

Number of Versions

Your answer _____

Label Size (Width x Length) *

Your answer _____

Label Shape *

Choose ▾

Corner Radius (N/A if Circle, Oval or Special Shape) *

Your answer _____


Perforation

Perf.

No Perf.

Roll Unwind Selection

Choose ▾

NEXT  Page 1 of 6

Never submit passwords through Google Forms.



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Collaborative Projects Online

- Caught up in email mess?
- Team members left out
- Process taking too long
- No easy way to measure progress?



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What the Customer Really Does

Open
Lager Labels

View All
+ New

June 22nd

Al Caholic (Customer)

Need to quote more beer labels like last weeks

3 months ago

Chandler Martin (CSR)

I will get on it.

Hey is your dog feeling better

3 months ago

Al Caholic (Customer)

Ralph is doing much better.

Can I get that quote right away? They are driving me nuts

3 months ago

Al Caholic (Customer)

Great thanks! Lets run with the 25000 QTY. I will get you the artwork

3 months ago

Quote / Pricing Approved

06/22/2017 12:26 pm

Quote Approved (25,000)

Al Caholic (Customer)

Uploaded: 1 file(s)

Beer Label.pdf

839.73 KiB

3 months ago

Chandler Martin (CSR)

Uploaded: 1 file(s)

Lager Proof.pdf

Estimate
Order
Artwork
✕

Order Details

Order #: 10689

Order Name: Lager Labels

Order Date: 06/22/2017

No. of Products	P.O. #
1	165456546
Total Quantity	Est. Ship Date
25,000	07/17/2017
	Due Date
	06/30/2017

Product/Items

Item 1 of 1

Product ID	Quantity
PX	25,000
Product Name	UOM
Project X lager labels	Per M
Color	Floods
4	0
	Price
	\$94.92

Ancillary Charges

Purchases

Shipping

Billing



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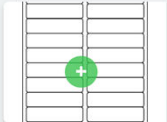






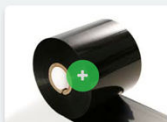







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Order Anything - Anytime

Our Products

List Grid

Show 20 Filter All Products All Search... First 1 2 Last

	Beer bottle for October Fest Group ID: Beer Product ID: 1298		Beer bottle for Summer Shandy Group ID: Beer Product ID: 15641646		Ice Cream Labels Group ID: Ice Cream Product ID: 156465165
	30 Up laser sheet Group ID: Product ID: 30_L		Lift Pre-Workout 15,000 Supplement Product ID: 32831		2.2 Pound Monster Group ID: Supplement Product ID: 41693
	4 Inch Thermal Label 3 Product ID: 4TL		24 oz Dublin Mudslide Group ID: Ice Cream Product ID: DMS24		48 oz Dublin Mudslide Group ID: Ice Cream Product ID: DMS48
	66 oz Dublin Mudslide 15,000 Cream Product ID: DMS66		4 Inch Wax Ribbon Group ID: Ribbon Product ID: DWINES-447		Project X lager labels Group ID: Beer Can Product ID: PX
	12 oz Strawberry 25,000 Cream Product ID: STR12		20 oz Strawberry Group ID: Ice Cream Product ID: STR20		40 oz Strawberry Group ID: Ice Cream Product ID: STR40
	52 oz Strawberry		12 oz Vanilla		20 oz Vanilla

Feedback




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Product Detail Available

Custom Product Detail
✕



Product 28 of 34 Prev Next

Product ID: 15641646

Description: Beer bottle for Summer Shandy

Group ID: Beer

Certification:

Unit of Measure: Per M

Artwork: Choose Artwork

Quantity:

Add to Order

Size
Stock
Colors
Finish
Packaging

Shape	Rectangle
Size Across	4.0000"
Size Around	4.0000"
Corner Radius	0.3750"
Unwind Direction	Out/Right 3
Final Carrier	0

Recent Order History v

Order Date	Order Number	P.O.	Quantity	Price/UOM	Subtotal
09/15/2017	10757	1878	5,000	\$316.40	\$1,582.00
09/14/2017	10754	2654654	25,000	\$295.08	\$7,377.00
09/14/2017	10752	1588	5,000	\$316.40	\$1,582.00
09/14/2017	10749	47856+6	5,000	\$316.40	\$1,582.00
09/13/2017	10744	1111	5,000	\$365.80	\$1,829.00
08/31/2017	10727	16516546	25,000	\$272.45	\$6,811.25



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Reviewing Topics Discussed

- Proper consistent estimating a key to profit
- Analyze estimating data to monitor trends
- Training on all production processes critical
- Continuously examine office procedures
- Automating order processing is vital to profit and service
- Get online from your customers perspective



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Thank You!



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