

CASE STUDY

Winery Lowers Costs and Reduces Supply Concerns via New Stocking Program



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THE CHALLENGE

Fragmented, small label runs create inefficiencies such as increased unit cost, material shortages, and greater lead times.

But business as usual doesn't have to prevail. Let's explore some actionable steps one winery took to address this challenge.

One Brand's Story

As a multi-brand winery ordering a large volume of similar labels multiple times per month, the client was looking for a creative, service-first solution that directly addressed their cost and supply concerns.

During the client's RFQ, we presented G3 Label's Stocking Program as a proactive solution. They accepted, and we got to work.

"G3's Stocking Program gave us cost savings and confidence in our supply."

– Procurement Manager



THE GAME PLAN

We reviewed the buyer's 12-month forecast and identified label runs that could be consolidated. From there, we agreed on safety-stock targets and a quarterly production plan, which included:

- 1 Consolidating to achieve maximum run volumes
- 2 Maintaining a 4-week raw inventory of paper and foil to create a supply buffer
- 3 Creating a streamlined PO and true-up process to speed up order processing
- 4 Proactively scheduled artwork approvals
- 5 Expedited label runs and delivery

THE RESULT

COST & SUPPLY CONCERNS ALLEVIATED

Having consolidated inventory and optimized stocking, the client achieved cost savings, shorter lead times, and supply security, PLUS:

- ✓ Price optimization through larger runs
- ✓ Agile service with inventory on hand
- ✓ Supply-chain protection with a 4-week material buffer
- ✓ Operational efficiency via maximum run volumes

LOOKING FOR SIMILAR RESULTS? G3 LABEL CAN HELP.

As the wine industry's premier label printer, we're passionate about finding the best solutions. We're excited to collaborate and get to work identifying cost-saving opportunities that maintain your company's unique needs and high standards.

CONTACT US FOR A PORTFOLIO LABEL REVIEW AND MATERIAL-STOCKING ASSESSMENT.

label.info@g3enterprises.com

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