

CONSUMER PACKAGED GOODS & RETAIL CASE STUDY
BARILLA



Challenge:

Barilla needed to improve process efficiency for its artwork and labeling activities to reduce development times and to improve collaboration between the actors participating in these activities worldwide.

Solution:

The company adopted the Dassault Systèmes' **3DEXPERIENCE**® platform, and the Perfect Package Industry Solution Experience, delivering an integrated artwork development process for managing all elements of a package label.

Benefits:

Barilla accelerated label design and approval while improving quality and lowering label creation costs by using the Perfect Package **3DEXPERIENCE** Artwork and Labeling solution.

The joy of Italian cuisine

As a global leader in the pasta industry and a company synonymous with Italy, Barilla has a very clear vision - help people live better by bringing well-being and the joy of eating into their everyday lives. This goal is the unifying strategy behind the family-run business that started as a bread and pasta shop in Parma in 1877. Today, Barilla offers more than 1500 products in more than 100 countries. Its mission is to double business by 2020, while reducing the company's environmental footprint and promoting wholesome and enjoyable food habits.

Food companies such as Barilla compete on multiple levels to attract consumers - from the quality and taste of their products to their visual appeal. Shoppers pass in front of hundreds of products in the supermarket. Catching and holding their attention long enough to transform a browse into a buy is the responsibility of packaging, artwork and labeling. "Consumers face so many choices," said Marco Rossi, IT Business Process Support Director at Barilla. "Packages are the first thing consumers come in contact with. They must not only find them appealing, they must also find important information such as the product's ingredients, nutritional information, suggestions for preparing and accompanying the product and more technical information such as expiration date, storage and package recycling advice," Rossi said. "We only have a few seconds to make a difference so we strive to make our pasta, sauces, cereals and breads, as attractive and as informative as possible."

Concurrent package design for shortened time to market

Rossi heads the Business Process Support Group of Information Technology division whose responsibilities include the artwork and labeling processes for all Barilla products. "Creating package labeling is a collective effort of external art agencies and our research and development, purchasing, legal, marketing and sales divisions. All these stakeholders must have their say to ensure that the look and content of our labels adhere to international regulations and to consumer expectations."

Many of these organizations, however, are located at different sites around the world and getting everyone to contribute to the global effort is not without pitfalls. "We needed order and consistency, which was only possible if we transformed our way of working," he said. "We initially adopted the Dassault Systèmes' ENOVIA application nearly a decade ago to support a strategic initiative at Barilla to streamline our organization and processes corporate-wide," said Alberto Maldino, IT Business Process Support Senior Manager, Barilla.



"With the 3DEXPERIENCE platform, we can digitally exchange ideas, which is faster, more intuitive, and results in few to no packaging recalls."

— Marco Rossi
IT Business Process Support Director, Barilla

"In the years that followed, we witnessed the evolution of the Dassault Systèmes Consumer Packaged Goods and Retail offering into a streamlined and comprehensive framework with dedicated functionalities for artwork and labeling. So when the **3DEXPERIENCE** platform was released, it was only logical to continue our relationship with Dassault Systèmes and to adopt the Perfect Package Industry Solution Experience and its Artwork & Labeling Industry process Experience. We use these solutions to further improve our packaging creation process efficiency and to create a unique repository of Barilla product information that every stakeholder can access," Maldino said. "We now have the potential to guarantee data consistency for our entire ecosystem and to facilitate collaboration between

all Barilla sites in the different countries as well as with our external partners and suppliers. We expect this to significantly shorten packaging development time and to improve the compliance of our labels with local regulations.”

Avoiding costly recalls

Through a backbone of common processes and data, Barilla has introduced a new way to manage its product value chain and leverage the experience of technical and non-technical people who work on labeling. “The product labeling process stands to benefit from more collaboration in a 3D digital environment,” Rossi said. “Whereas the old way to communicate designs was to physically send paper samples from one department to another, now all stakeholders can concur from idea generation to validation of the final Barilla package using a digital representation of the same master label. No more working on outdated samples and making decisions that have to eventually be rescinded, consequently driving our costs up and our response time down. With the **3DEXPERIENCE** platform, we can digitally exchange ideas, which is faster, more intuitive, and results in few to no packaging recalls,” he said.

Lower artwork costs

Working on a common platform streamlines the way Barilla works with third-party partners. “Sharing a unique digital environment is particularly advantageous when dealing with external agencies,” Rossi said. “Instead of sending physical samples and proofs back and forth, we can provide them with secure access to our data resulting in faster iterations. Although we still produce physical prototypes to test packaging strength before manufacture, the number of physical prototypes associated with the development and validation of artwork and labeling has been drastically reduced. As a matter of fact, we are 100% digital for labeling design and approval.”

Improved brand consistency

Barilla has rolled out Artwork & Labeling from Perfect Package at 80% of its sites around the world and to certain key external partners to streamline collaboration and is in the process of bringing all intellectual property under one roof. “Labeling data that was habitually kept by external agencies will now reside in the Barilla platform. We would no longer have to put in a request to our agencies every time we need a piece of artwork or a labeling sample; we would already have this information in-house,” Rossi said. “And as we are developing our sales and marketing activities around the world, the fact that information is digitally available makes it easier for these organizations to



Focus on Barilla

A world leading Italian food group.

Products: pasta and ready-made sauces, bakery products (biscuits, cakes, snacks, soft breads, crisp breads, and cereals)

Employees: 8000

Headquarters: Parma, Italy

Revenue: €3.2 billion (2012)

For more information
www.barillagroup.com

Benefit summary:

- **Cost savings within packaging creation process** while considering local regulations
- **Time reduction in end-to-end process** - from creative brief to final printing - due to improved communication with internal and external parties
- **Improved label, artwork and copy quality**, version control and history management
- **Integration of the artwork process with product launch windows**

access marketing documents from wherever they are. They no longer have to ask for information and then wait for someone to send it. Moreover, with all our packaging information in the **3DEXPERIENCE** platform, we can better prepare for future online e-business activities."

Closer to the consumer

With the Perfect Package's Artwork and Labeling solution, new possibilities are opening up for Barilla and Marco Rossi is enthusiastic about the prospect of bringing consumers into the design loop to collect their feedback on the company's packages during development. "We are expanding to new geographies, so it is important to get a deeper understanding of what consumers in each region like, and what their preferences and tastes are," Rossi said. "Regulations also differ from one country to another and each site must verify packaging compliance with local laws. Since with the **3DEXPERIENCE** platform our packaging designs are accessible from anywhere in the world, the different sites can make the required adjustments to meet local regulations directly to the master data."

Barilla is continuing to roll out the Perfect Package's Artwork and Labeling solution to all its sites and transferring all its intellectual property and legacy data to the **3DEXPERIENCE** platform. "Exploiting the full benefit of all our resources – human as well as data – can only make our packages more attractive, more informative and more compliant," Rossi said. "With the **3DEXPERIENCE** platform the link between these resources is strong. It will help us transform the way we work and to leverage the know-how of every stakeholder to create package labeling that we hope will capture the attention of consumers and incite them to pick a Barilla product up off the shelf every time."

Our 3DEXPERIENCE® Platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.



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