

# THE IMAGE LABEL SYSTEMS *Difference*



***When Australasian apparel brand owners and retailers began sourcing from across Asia Pacific, they soon found that a well known 'local' label solutions provider had already started developing its own infrastructure across the region.***

"WE BEGAN establishing the foundations of our Asia/Pacific network over 20 years ago," says David Marshall, CEO of Image Label Systems. "We could see the inevitability of the changes to sourcing patterns, and we responded accordingly."

Marshall leads a business with facilities in China, Hong Kong, India, Fiji, Australia and New Zealand, and he outlines the key behind its growth:

"A vital aspect for us is ownership of our own operations. The partnership model doesn't work because it compromises both control and flexibility. When these are compromised, so too is the quality of the solution delivery, specifically brand consistency, supply reliability and cost optimisation."

"For example, we own all of our variable data print bureaus. We don't use subcontractors simply because if we compromise control, the integrity of our customers' data is placed at risk, and we won't accept that."

Marshall says that by owning its own facilities, Image Label Systems has the advantage of paramount flexibility, which allows it to tailor solutions to individual customers' needs.

"Our first contact with the customer is not about trying to sell anything; it's about trying to understand their supply chain. That enables us to prepare a considered proposal as to how we can add value. It isn't often that we can't streamline the supply chain process and remove both costs and delays."

*“We really operate in a niche. On one hand we own our businesses, a model that provides the ‘on the ground’ control of the large global players, yet our business culture enables us to work with the flexibility of a smaller enterprise. For our customers, that adds up to the best of both worlds.”*

*David Marshall, CEO,  
Image Label Systems*

As the sourcing habits of Australian and New Zealand companies evolve, Image Label Systems continues to lay the groundwork to further expand its footprint throughout Asia and the Pacific.

“We are committed to being on the ground in the places where our customers want to do business, and we realise this means the ongoing expansion of our footprint as individual supply circumstances change.”

“There are a number of locations throughout South East Asia where we have done the groundwork to effect a start up.”

“Our past expansion has already demonstrated that we have the flexibility to grow our offering rapidly, and we look forward to embracing further growth,” he adds.

And while e-commerce has long been part of Image Label Systems’ supply chain offering, in the days of offshore sourcing, Marshall remains a firm believer in face-to-face contact.

“Ownership means having our own people on the ground in those places, and to us that is more important than an e-commerce system.”

“We deploy very good e-commerce tools; however, managing distributed supply chains successfully requires a personal presence, more so when multiple languages, currencies and time zones are taken into account. Put simply, we deliver because we’re there.”



IMAGE LABEL SYSTEMS STAFF  
AT THE *Hong Kong* facility



# MORE THAN JUST *Barcodes*



***The use of item-specific information throughout the product supply chain has elevated variable data management from being simply an issue of retail compliance.***

"VARIABLE DATA is used to not only inform the retail customer, but the entire product supply chain" says Marshall. "Much of the work we do with brand owners and retailers is now around point-to-point solutions, where product is managed from point-of-production to point-of-sale."

Marshall says its variable data solutions are now vital components of its customers' product management and supply chain.

"We do much more than print barcodes," Marshall says. "We provide tangible benefits through a managed solution that ensures data accuracy, achieves timely and cost effective supply, and protects brand integrity."

"Our web based label management system, LabelNet®, uses Electronic Data Interface (EDI) technologies to manage customers' variable product data seamlessly from their ERP systems to label and

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*David Marshall, CEO, Image Label Systems*

ticket media."

"And because our variable print facilities are situated on the doorsteps of our customers' points of production, we can streamline the supply chain, reducing both costs and lead times."

And it is here where Marshall returns to the issue of control. "Our priority is to add value to our customers' supply chain. There isn't room for building in additional costs, lead-times or subcontractor margins. Having our own print bureaus across Asia/Pacific means we control costs and delivery priorities", which, says Marshall, is vital in such a competitive environment.

"We have programs with multinational brands where the turnaround from receipt of data to delivery of the label/ticket media is 48 hours. We achieve that on a consistent basis because we own the facilities; that's the real difference."