

Case Study: Style, Uncapped by Nivea

Customized Lip Balm Cap and Fulfillment

OBJECTIVE:

Nivea wanted to develop an online design tool where consumers create – and purchase – their own customized lip balm cap.

SOLUTION:

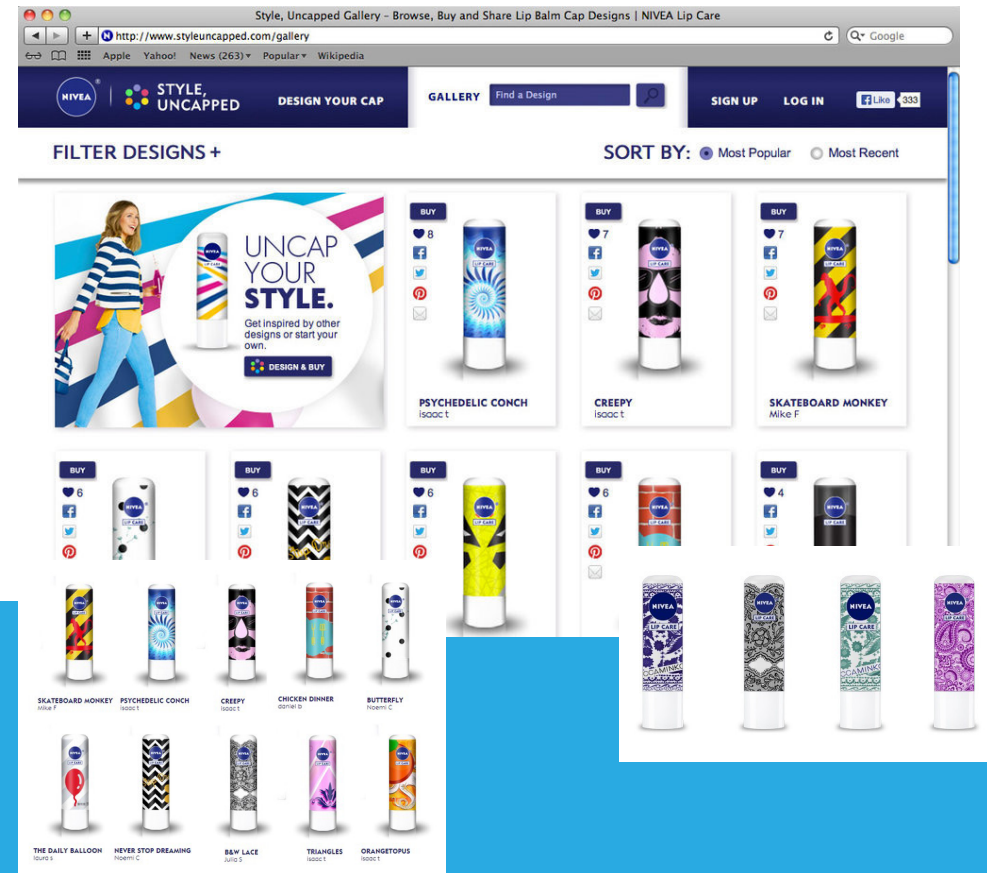
Be Decorating developed custom APIs to transfer the consumer's data into its print-on-demand order stream from the Style Uncapped ordering site. This information would then securely travel into the order fulfillment and variable composition process, which composes the custom label, flavor selection and shipping label.

PROCESS:

We developed the automated file management workflow, generated and printed the consumer designed POD custom labels, picked, packed, and shipped each piece to the end user. Each order was shipped within 5 days with customers receiving an email confirmation with tracking info and an image of their customized product.

OUTCOME:

The Nivea brand engaged, fulfilled, and decorated 400,000 lip balms with unique consumer designed labels.



About Nivea: Founded in 1911 in Germany, Nivea is a personal care brand that creates products that cleanse, nourish, and protect any skin type.

About Be Decorating: We're a decoration-driven 3rd party logistics company that was created by integrating fulfillment and print production competencies, to serve a growing demand in the promo industry.