

Case Study.
Labelink.
United States.
Printing Services.

From strategy to execution: How Labelink elevated leadership and operational performance

Challenge

Labelink is a North American leader of printing solutions for packaging, including labels, flexible packaging, shrink sleeves, RFID tags, and business forms.

Its Appleton, WI team had the goal of designing and implementing a structured performance management strategy that would strengthen operational execution and drive long-term organisational sustainability.

Solution

Labelink partnered with our dss+ Humex™ experts to develop strong management behaviours and practices for its frontline leadership teams, structure communication processes, and improve visibility on KPIs, supported by the UTrakk Daily Management System (DMS):

- Development of leadership skills through workshops and personalised coaching sessions
- Definition and clarification of the management team and front office roles and responsibilities
- Establishment of structured, daily active supervision tours and management meetings
- Creation of Improvement teams to plan and execute process optimisation tasks
- Definition of KPIs for each department, across each management level, and creation of a visual dashboard
- Implementation of a centralised digital action log for action tracking

"The frontline management team is communicating with greater focus, meetings are more effective, and actions are being completed with a stronger sense of urgency."

Brad Miller, President, Labelink USA

dss+

Protect. Transform. Sustain.



Operational results

- 4.5% increase in production throughput
- 5.9% improvement in gross margin
- 1.3% reduction in stock material cost



Strategic results

- Higher sense of urgency among teams
- Increased accountability and ownership of KPIs
- Better team engagement

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