

## 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.

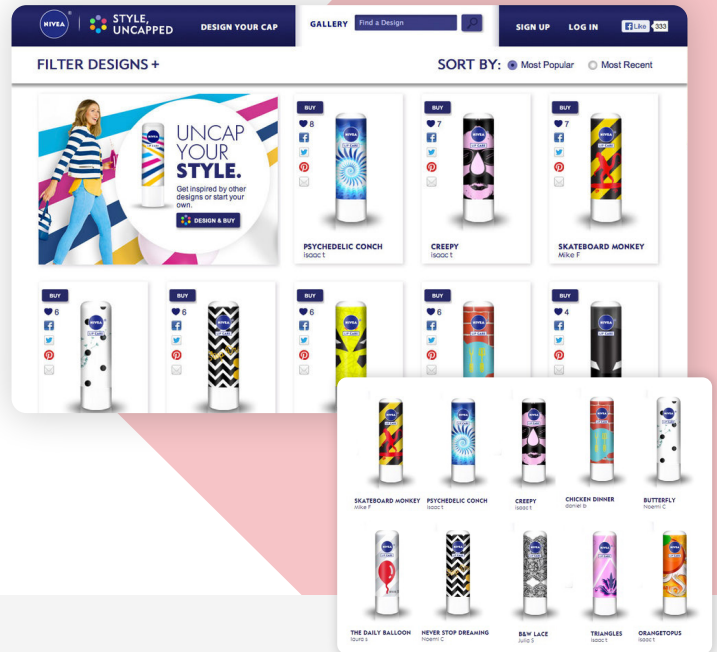
### ◆ SOLUTION

CCG developed custom APIs to transfer the consumer's data into its 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.

### ◆ IMPACT

# 400,000 LIP BALMS

Nivea brand, with CCG's support, engaged, fulfilled and decorated 400,000 lip balms with unique consumer designed labels.



### ◆ PROCESS

Not only did CCG create the front end design software, we also developed the automated file management workflow, generated the customer designed POD custom labels, picked, packed, and shipped each piece to the end user. We also received product, staged product to production, managed inventory, and spoilage.



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.