



Case Study

Smartshoring In Action

PROJECT



Offshore Studio



Local Studio

Build local and offshore studio resource teams capable of expanding and contracting as workflow dictates to manage retouching plus art & mechanical services for Revlon brands and product lines.

DISCOVERY: PROBLEMS & OBJECTIVES



Meetings with three Revlon departments—**Creative, Marketing and Production**—reveal client’s need for flexible, nimble partners who can “triage” quick-turn overflow with urgency from Revlon Creative, while managing long-term planning of projects from Marketing and Production. Crucial component is offshore partner with skillset to maximize the opportunity while reducing cost of basic retouching and art & mechanical for packaging assignments with no sacrifice of quality and delivery.

SEARCH & REVIEW

Ends with Amnet being selected exclusive partner based upon:



Retouching and Packaging capabilities



Teams work two shifts/6 days a week to expedite on-going work flow; expanded as needed

- Team lead relocates to NYC for 3 months to learn Salt Studios processes and procedures
- Retouching services billed on hourly rate matrix for general cleanups and silhouettes
- Packaging projects based upon price list of work’s complexity

TESTIMONIAL

The team did a great job working with some challenging backup. Everyone on our end thinks your team exceeded expectations and have confirmed our confidence in your abilities. Do share my compliments with the team for their efforts. I would also appreciate your help in acknowledging the excellent work and support the team has provided on our Revlon business. The work has been very good and always improving. Your service is responsive and our relationship with the client is solid, in no small part to Amnet’s efforts. More and more of this business will come your way.

Studio Director, **Salt**



RESULTS

60% Savings

for packaging and retouching projects

Amnet have worked for the following **Revlon brands**:

Almay Healthy Glow Makeup | Mitchum Deodorants | Cutex Nail Care | Colorsilk Chameleon Hair Color | Sasha Fierce Color | Rihanna Hair Color

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