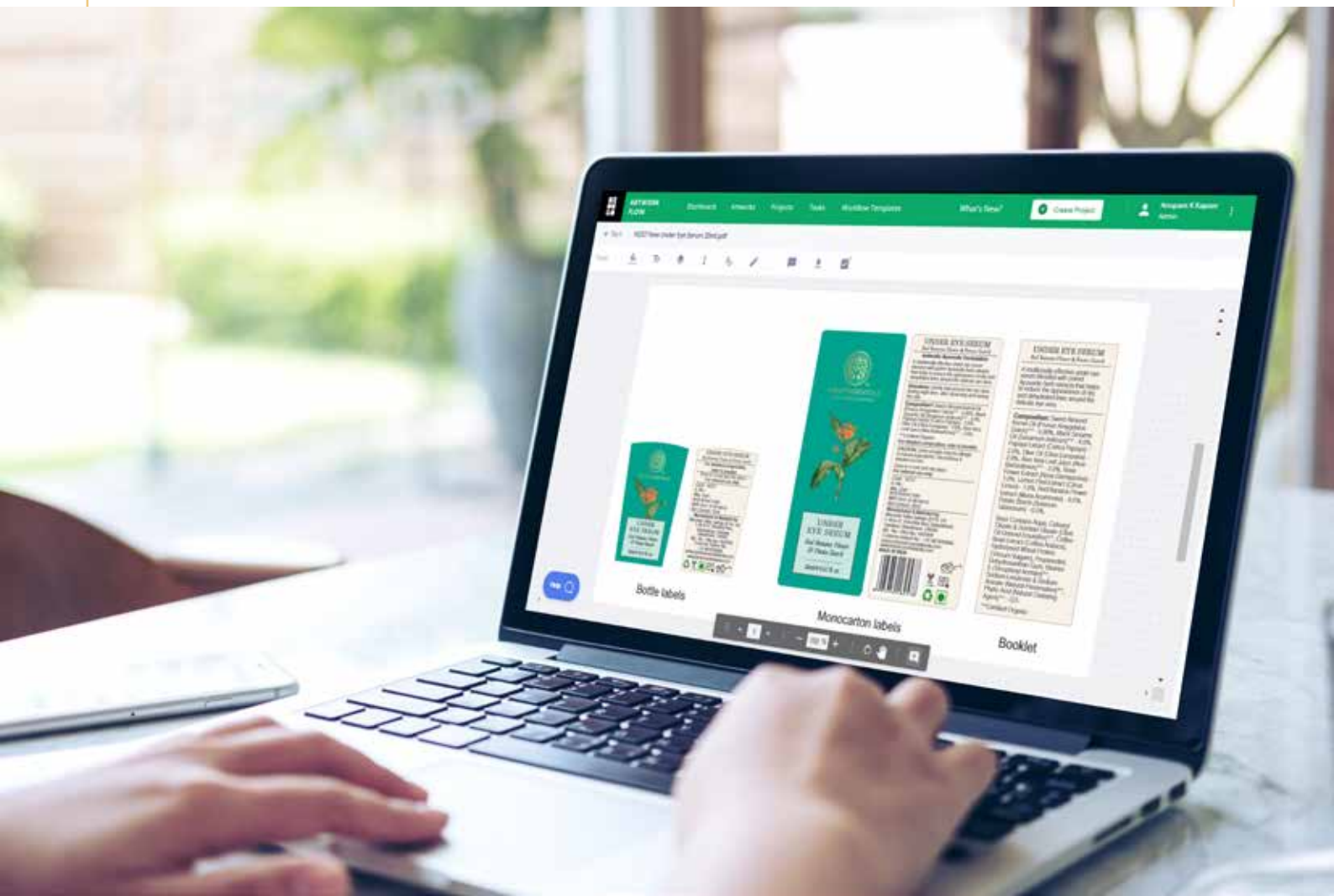




# How Forest Essentials Reduced Significant Costs With Efficient Artwork Management



FOREST ESSENTIALS™  
LUXURIOUS AYURVEDA



Forest Essentials is a global luxury Ayurveda brand that infuses ancient wisdom and modern aesthetics to craft a wide range of organic products for the body. Since its inception in 2000, the brand has expanded its presence to 120 countries.



Their global presence combined with the increasing SKUs made their label management system unbearably complex.

In addition to that, their team managed artworks via email which meant that it was difficult to track accountability and approvals. This caused a lot of frustration within the team and led to product launch delays.

They needed an artwork management system to manage all their artworks in one place and improve the efficiency of their internal communication to reduce artwork delays.

**So, they signed up for Artwork Flow.**

Our intuitive interfaces, checklists, and smart reporting systems helped Forest Essentials create a standardized artwork approval process and reduce artwork approval delays by 60%.





Our greatest pain points were label management and internal communication issues.

Artwork Flow made end-to-end communication smoother and helped us manage all artworks in one place.

We no longer spend invaluable time on follow-ups, and we launch our products on time now. The team has also been supportive throughout the process, and I can't thank them enough for helping us.

- Anupam Kapoor



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# CHALLENGES



## Absence of a Standardised Artwork Process

Before signing up for Artwork Flow, Forest Essentials didn't have a process to assign work to individuals. As a result, it was tough to determine which team member was working on a specific task. This resulted in confusion, frustration, and artwork delays.



## Managing the Artwork Repository

Forest Essentials has more than 375 SKUs for each country (which has its labeling requirements). The brand was looking at 3,750 SKUs for 10 countries and didn't have an efficient way to manage all artworks in one place.

This meant risking a loss of brand reputation if the labels didn't adhere to the regulatory compliances of each country.



## Artwork Delays

Forest Essential's team communicated only via email, and the endless chain of communication caused confusion and product launch delays, resulting in revenue loss.



# What Success would Look Like for **FOREST ESSENTIALS**

01

Cutting  
down on  
time spent  
searching  
for  
artworks.



02

Eliminating  
artwork  
delays to  
ensure a  
timely  
product  
launch.



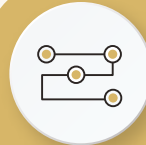
03

Managing  
all  
artworks  
in one  
place.



04

Keeping  
track of  
artwork  
approval  
processes.



# How Artwork Flow transformed Artwork Management Process at Forest Essentials



## **Artwork Management Became a Breeze**

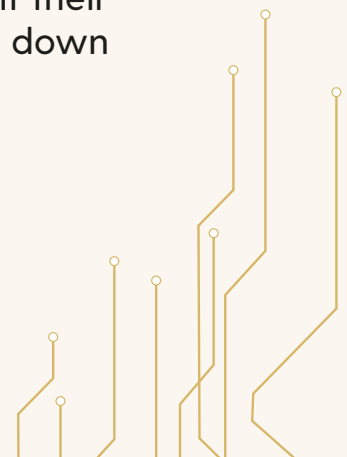
Artwork Flow's checklists and the team's internal process helped track progress and kept everyone accountable.

## **Improved Communication**

The team no longer spent hours searching for artworks or figuring out whose responsibility a certain task was as they had a clear idea of their roles and responsibilities.

## **Improved Artwork Approval Rates**

Since the team was kept accountable and spent their time more productively, artwork approval went down by at least 60%.





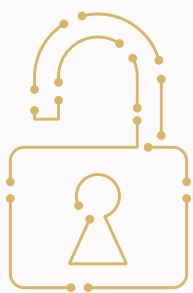
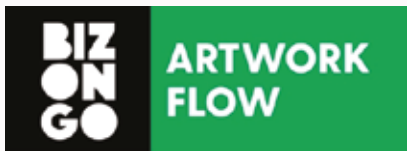
## Artwork Flow Features that Forest Essentials Loves

“Artwork flow is very intuitive and easy to use. It gives me a snapshot summary of the project’s progress and I instantly know which projects are overdue and which ones are on track.”

- Anupam Kapoor



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## Unlock Power of Digital Artwork Management

**Book A Demo**

