SPECRIGHT

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R+F
RODAN + FIELDS

Rodan + Fields:

Managing Packaging and Driving Sustainability with Specright

Challenge

Founded by Dr. Katie Rodan and Dr. Kathy Fields in 2002, Rodan + Fields was created with the vision of bringing dermatology-inspired, life-changing skincare to everyone. While the company got its start in department stores, it evolved into a social commerce brand that enables Independent Consultants to pursue their dream of running their own business.

As a tech-driven company, R+F knew there had to be a better way to manage packaging specifications than in spreadsheets or shared drives. As a result, one of the first things they did was set out to find a cloud-based solution for its packaging development team.

Solution

In searching for a digital solution that could manage packaging specifications all the way to Bill of Materials and Finished Goods, the company found everything they needed and more in Specright's Specification Data Management platform.

Impact

Today, Rodan + Fields manages hundreds of packaging specifications in Specright. In addition to managing specs, the team is able to quickly provide answers to executives about sustainability, help inform packaging decisions, and better collaborate with contract manufacturers and its creative team.

To help drive sustainability, the packaging team took a snapshot of current packaging material usage using Specright's reporting capabilities and started to identify projects to update its packaging. As the team evaluates new packaging, they compare the proposed packaging changes to the current snapshot from a material and cost perspective to ensure they're moving the needle in the right direction.

The team is also onboarding contract manufacturers into Specright so they can easily review the most up-to-date specs without any confusion about versioning. This will help ensure the most up-to-date documents are always in use.

Collaboration with the creative team has also improved. Before Specright, reviewing a technical drawing to help inform design took an hour for each request. Now, the creative team gets a PDF export from Specright of the information they need in a format that's easy for them to immediately understand.

What the Experts Say

"Previously, hunting for data was pretty aimless. You were digging through files to see if any information was there. With Specright, you can just type in what you're looking for in the search bar and it instantly pops up."

Hiba Tariq
Packaging Technician, Rodan + Fields