



Noble Foods grasps an egg-cellent opportunity to drive positive change and efficiency by streamlining its artwork management and cracking collaboration with 4Pack

CLIENT: Noble Foods

When an existing artwork proofing system vendor altered strategy, Noble Foods grasped the opportunity to rethink all its artwork management with 4Pack



Noble Foods is the UK's leading egg supplier and an award-winning name in the fresh food industry. It has several market-leading brands familiar to any supermarket shopper, including *the happy egg co.* and *Purely Organic*. Since 1920, Noble Foods has grown to become one of the country's biggest food producers. It continues to innovate by extending into new categories with products like frozen omelettes and the opening of its innovation site in Leicester.

As its portfolio has grown, the company had established a solid artwork proofing process and system. However, when its proofing software of nine years was acquired by a larger vendor, Noble Foods found itself facing an unpalatable challenge: the existing system would be decommissioned and replaced by a more costly alternative. The company chose to grasp the opportunity to explore its options.

In 2024 it chose to switch to 4Pack for artwork management, not only gaining new levels of efficiency and clarity in its approval process but broadening its approach to artwork management and collaboration within its design and packaging supply chain.

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A complex challenge demanded a smarter solution

Simon Wilson, Commercialisation Project Manager, has been with the company for almost 20 years, moving through several different departments. His current role spans new product launches, brand redesigns and packaging projects, providing a broad perspective on the challenge. He reflected, *“After nine years of relying on our previous artwork system, this change prompted us to seek a more efficient and cost-effective solution.”*

He knew that simply finding another approval platform wasn't enough. *“Anyone involved in artwork knows the frustration and challenges of coordinating across the supply chain to deliver compliant, on-spec, and guideline-adherent artwork under tight deadlines. We needed a system to support the whole business.”*

The company wanted a system which could handle its artwork needs effortlessly. *“We manage 300 to 400 pieces of packaging artwork a year, plus additional own-label artwork for major retailers like Tesco, Co-op, and OneStop. It's an incredible amount of visuals that we maintain,”* Simon observed.



It also had to do more to support its complex network of stakeholders. Design agencies, compliance teams and production partners all needed to collaborate around artwork. The processes needed more structure if Noble Foods was to eliminate inefficiencies.

Accuracy and consistency were increasingly difficult. In a multi-brand environment, its artwork versioning and approval management needed to sharpen across all channels. Artwork files were often scattered across different teams and departments, making it hard for anyone to find the assets they needed quickly and easily.

Simon explained, *“We can now see that we had already outgrown our previous system and were struggling with fragmented processes. We needed a solution that would not just replace what we had but significantly improve our way of working.”*

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The opportunity to do more

When evaluating its options, the Noble Foods team found that 4Pack stood out not only to replace the artwork proofing management process, but to support improved artwork management overall. Simon stated, *“4Pack is all-encompassing—it covers more than just artwork approvals. We can brief agencies, monitor progress, provide feedback, and share artwork both internally and externally. It provides clear documentation of approvals, ensuring one version of the truth for all parties.”*

This was seen as an advantage because as the company grew it had a greater need to keep track of multiple artwork versions and approvals for more brands, across an expanding and extended team.

It lacked a single, central source of truth and aligned processes, which could lead to duplicated efforts and miscommunication between the various parties. 4Pack would provide a much-needed Digital Library—which would bring immediate greater control over its artwork assets.

Simon enthused, *“The Digital Library is a fantastic tool. Now, instead of assets being scattered across departments and colleagues, we have a central base for all logos, guidelines, templates, videos and photography. This ensures consistency and prevents questions like, ‘Do you have...?’”*

The ability to store, organise, and retrieve assets efficiently has been a game-changer. More than 900 individual artwork assets are now on the system, ranging from logos and images to artwork design masters and templates and packaging artwork designs. He noted, *“Previously, finding the right files was a real challenge. Now, with everything centralised, we don’t waste time searching or risk using outdated assets.”*



Adopting change is a team sport

Adoption is the key to success in any new system implementation and having a system that is easy to use is a critical factor. The Noble Foods artwork teams, both internal and external, were glad of 4Pack’s intuitive and user-friendly interface.

It made the transition easy for everyone, Simon felt. *“Agencies and external approvers have welcomed the change. They particularly like how amendments are documented, all assets are in a ‘job bag,’ and there’s a clear list of tasks.”*

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The system is intuitive too, requiring minimal training. We engaged everyone early, to help the whole team feel part of the change and understand how it benefits them.”

Around 50 users are already on the system, so to support them Simon created short video guides to onboard users, reducing the need for lengthy training sessions. *“Traditional manuals can be overwhelming. Instead, we created bite-sized videos that walk users through the key features. This has made it easier for teams to get started quickly.”*

The move to a centralised platform which enables both internal and external teams to communicate around artwork and share the same asset bank has improved collaboration, he added. *“Internally we now have dashboards so we can see all the different projects and the stage they are at, so we have more visibility and can see exactly what is coming up. Our agencies and external partners can now access everything they need in one place too, so they no longer need to chase us for assets or approvals. This has made our entire supply chain more efficient.”*

The screenshot displays a web-based project management interface. At the top, there's a 'MY TASKS' section with a table that currently shows 'No data available in table'. Below this are two side-by-side dashboard widgets. The left widget is titled 'MY PROJECTS WAITING TO START' and also shows 'No data available in table'. The right widget is titled 'MY PROJECTS SENT TO THE DESIGNER' and contains a table with two rows of project data. Each row includes a project name, stage, and time check status.

PROJECT NAME	STAGE	TIME CHECK
1042- Happy Egg- Bulker, 125 dozen, Tesco, Pancake Day, February 2025	Product / Artwork	🔴
1043- Happy Egg- Bulker, 175 dozen, Tesco, Pancake Day, February 2025	Product / Artwork	🔴

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Potential for process extension

Just as in any other food business, Noble Foods’ artwork management processes must be closely aligned to several other key workflows and operations, including product management and specification management.

Cost-effectiveness was a key consideration in the choice, but Simon has no regrets: *“4Pack wasn’t the cheapest of the options available, but it offered the best value for money. The digital library and additional tools it provided made it the clear choice. 4Pack is fair value for money when you consider the additional features it offers over competitor quotes and our historical approval system.”*

The ability to consolidate multiple functions within a single system meant that Noble Foods has achieved greater efficiency without additional investment in multiple platforms. Every team member is benefiting now that everything is centralised. Simon declared: *“it’s definitely saving time. Every project varies, from complete brand launches to small tweaks, but the alignment and conciseness it brings are invaluable.”*

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Noble Foods made a conscious strategic decision when it chose 4Pack, because investing in process change was also about future-proofing the business and supporting its growth ambitions.

Now that 4Pack is live and delivering value, Simon can see clear potential for the future. He suggested, *“As 4Pack becomes embedded in the business, we may extend its use into Technical Specifications and Packaging. When we made our software selection, we also knew we needed a system that could grow with us. 4Pack provides flexibility to expand into other areas as our needs evolve.”*

Building a system in partnership

Finding a partner was as important as finding a new software vendor. Simon is very appreciative of the collaborative mindset and model at 4Pack. He noted: *“The 4Pack team has been great to work with—highly adaptable, and with a startup mentality. The implementation process was tailored to us. The team listened to what we needed, mapped out our workflows, and built a system bespoke to our requirements. Effectively, we designed the system together based on our needs. It wasn’t an off-the-shelf solution.”*

Customising the platform to meet Noble Foods’ unique needs meant that the company didn’t need to adjust its processes—instead, the system mapped flexibly to theirs. Simon said, *“We launched the system in November, initially focusing on packaging. Over time, we plan to incorporate all branded comms, consumer, and shopper marketing into 4Pack.”*

“With any new system, there will be teething issues, but these have been quickly resolved by their Service Desk. They have welcomed new ideas on how the system can be developed further for mutual gains,” he added.

A fresh laid future

4Pack has become an integral element of day-to-day operations, and Simon noted that this happened fast: *“Only a few months in, 4Pack already feels like an established system for the business. I’m looking forward to seeing how it develops and how colleagues interact with it.”* Plus, the relationship between the two firms is positive and productive: *“The team really is agile, nimble, always going the extra mile, and that’s the exactly kind of people we to work with -- it’s a proper relationship and we want to support each other.”*



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Noble Foods is gearing up for its future growth, and centralising and streamlining artwork management is part of that. The team has even more confidence that its packaging and labelling artwork will remain manageable, tightly on-brand and always draw from accurate and complete information, which will also support robust compliance.

Simon stressed: *“One of the biggest benefits we have gained by using 4Pack is ensuring legal compliance for our packaging and labelling. The system tracks approvals and ensures we meet industry standards, which helps us avoid non-conformance and protects our brand.”*

He concluded: *“The real value of 4Pack is in how it has simplified our workflows and reduced the amount of back-and-forth needed to get artwork approved. We are now working far faster, with much greater confidence that everything is correct the first time.”*

The company has grown based on its strong principles and belief in doing the right thing, the right way. Its mission remains to better nourish people, animals and planet. Having strong and fit-for-purpose software systems in place can only help as it expands its operations and builds its brand presence.



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