



Purely Elizabeth Meets Rapid Expansion and Scalability Goals

1WorldSync boosts Purely Elizabeth's wellness journey through accurate product content that reduced their time to market by 75% and saved 56-plus project hours



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Grounded in wellness and committed to providing wholesome nutrition through natural, organic ingredients, Purely Elizabeth has come a long way since its inception in 2009. Founded by then certified holistic nutrition counselor and current CEO Elizabeth Stein and headquartered in Boulder, Colorado, the company remains true to its pillars of 'Living Purely' more than a decade later based on the simplicity that food can heal and eating better equals feeling better.

And the message speaks volumes—just look at their loyal 180K Instagram followers or for their products found across more than 10,000 stores¹ including Kroger, Publix, Target, Walmart and Whole Foods to name a few, and distributed by such trading partners as DOT Foods, goPuff, McLane Company, Inc., Wakefern Food Corp., and United Natural Foods Inc. (UNFI).

The company naturally grew from producing muffin mixes in 2009 to gluten-free baking mixes, Ancient Grain Granolas, Ancient Grain Oatmeal, pancake mixes and more. Backed by its DNA in holistic wellness and providing products that are made with certified gluten-free, vegan and non-GMO project-verified ingredients (free from artificial flavors, colors and preservatives), it paved the way for wholesome nutrition—long before terms like 'holistic wellness' or consumer focus on health & wellness and demand for immunity-boosting ingredients became the reality that it is today.

And the company is far from slowing down growth in both Consumer Packaged Goods (CPG) and food service industries, with new research & development efforts ahead of a new product launch slated for mid- to-late 2021.

OVERVIEW

1WorldSync helped the all-natural and organic food company address the following goals

- Gain greater efficiency and transparency into management of product content and digital asset management
- Meet accelerated demand for e-commerce capabilities due to pandemic impacts
- Ensure its product content is clear, concise, standardized cross-platform and 100% compliant to meet rapid expansion growth & scalability goals

Addressing product-to-brand content representation

But to stay ahead of consumer demand for its products while maintaining changing product packaging needs and business scale appropriately to meet its rapid growth and product innovation, Purely Elizabeth knew it had to address some historical, underlying challenges related to inaccuracies and inefficiencies in product content creation and management and image capture errors.

“We have this fantastic marketing team and graphics team but nothing that a consumer sees online matches to our messaging and what our team is sharing across our Instagram or Shopify social channels, website or anywhere else,” explained Victoria Vanderyken, Sales Assistant Manager for Purely Elizabeth. “Image capture and product content were the biggest challenge. We had two image capture services and neither of them were producing images that were compliant with all of the different retailer requirements.”

While such issues may initially appear small, they ring all too familiar for today’s leading product manufacturers. Every year, 30,000 new products are introduced² and approximately 20,000 new food and beverage (F&B) products are launched³. Now factor in the 1 million-plus U.S. retail establishments that exist⁴—with 80% of all retail still maintaining a store fulfillment component by 2021 and 25% of retail online⁵—and that total commerce sales grew from USD \$340M during the 2008-2009 recession⁶ to over USD \$5.4T by 2019⁷.

The result? Hundreds of thousands of products found across an endless array of brick-and-mortar shopping aisles and digital shelves, leading to triple the amount of product information that a consumer sees—from packaging stills and 360-degree spin images, descriptions, specs and more. Add in changing packaging needs and retailer requirements and it’s not hard to see why product manufacturers can benefit from a standardized, efficient process to manage their product information, and accurate product content & imagery that best represents their brand in an omnichannel commerce world.

Time for change

“Every retailer has a different requirement,” continued Vanderyken. “We work with a lot of different teams to manage our product content and images across portals and it was not always consistent—it was such a mess and challenging to get everything aligned properly. We were constantly dealing with system alerts and messages notifying us that our items were non-compliant or requests to go in and look at our scorecards, and we would update the content and make corrections, and somehow our products would again become non-compliant.”

Such challenges alone are enough to handle for any product manufacturer—without the changing commerce landscape pressures driven by COVID-19 and consequentially, increased demand for ecommerce capabilities as shelter-in-place restrictions changed everything in 2020 across the world.

“With the other two image service providers we were using at the time, it would take 2 to 3 weeks for them to check our product into the image capture studio and from there, we never had the opportunity for any review process of our content our imagery—you got what you got with them,” said Vanderyken. “We’d be stuck with a product set that came back with missing allergen information or proper product



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Sales Support Manager
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attribution, or have to resend physical product back to their image studio two or three times to redo the work and pay multiple fees or multiple shipment costs because our initial product shipments would get thrown out prior to our content review and approval. And one of our product images ended up no longer Kroger-compliant throughout that process which was really a huge problem.”

Purely Elizabeth was ready for a new partner that could ensure their product content was clear, concise, standardized cross-platform and 100% retailer & industry compliant—and help them stay ahead of the accelerated demand for e-commerce capabilities. It was ready to take a Zero Tolerance approach to inaccurate siloed product content that did not do justice in properly representing its brand.

Committed to providing unparalleled nutritional transparency

As education increased over the last decade around organic foods, locally grown produce, natural better-for-You (BFY) ingredients and non-GMO food products, with it came consumer demands for greater ingredients sourcing information and transparency into nutritional and allergen attributes and product manufacturing facilities. That, coupled with e-commerce strategy growth and more online resources for consumers on their path to purchase, amplified Purely Elizabeth to have clear, concise and consistent product messaging that highlighted gluten-free, paleo-friendly, certified-vegan attributes.

They worked with 1WorldSync to ensure accurate packaging imagery and product descriptions that highlighted food allergen details and information about the manufacturing facility where the food was produced—in addition to standard U.S. Food & Drug Administration's nutritional fact panel (NFP).

By leveraging new Image Capture services and Content Acceleration from 1WorldSync—in addition to its existing use of the Item Management (IM) platform—Purely Elizabeth was able to immediately fix existing project management issues, lower product content production & shipping costs, correct poor imagery and inaccurate product content descriptions for 16 of its high-priority products across a number of retail sites in just 2-3 weeks.

1WorldSync consulted with the natural foods company as part of its ongoing customer success processes to also ensure product information is consistent, standardized and properly displayed in the correct locations above- and below-the-fold across numerous commerce channels and retailer portals, and ensure their nutritional and allergens were represented in the right way and verified for accuracy.

“Right away, there were amazing benefits—we could see some of our new images coming through accurately and we didn't have to wait months and months,” Vanderyken confirmed. 1WorldSync worked with the natural foods company to capture various product angles for enriched 360-degree spin capabilities—including close case, open case, inner and exterior images—UPC codes, and nutritional, ingredient and allergen information. The photography methods used automatically corrected image reflections, blurriness, packaging text legibility on images, brightness and resolution, glares and packaging image wrinkles (a common challenge for food product pouches). Using the final product images, the 1WorldSync team corrected inaccuracies in displayed product weight and dimension, appended missing product information, and automated and standardized distribution of it cross-channel.



1WorldSync Image Capture Services

1WorldSync's Image Capture services provide high-quality, web-ready images, enabling a 360-degree view of the product and 3D image capture, as well as important e-commerce attributes captured from the product label.

1WorldSync Content Acceleration Suite

Content Acceleration is a fully managed suite of services that enables brands to create and share enriched, verified product content with trading partners for more accurate, effective e-commerce and supply chain efficiencies, and accelerate speed to market.

Additionally, the Kroger Vendor Item Portal (VIP) from 1WorldSync—integrated with the Global Data Synchronization Network (GDSN)—helped Purely Elizabeth facilitate the process required to submit and maintain item data by storing attributes of items sold, as it foresees the need to stay ahead of their processes in the near future.

“It was a very quick and easy process start to finish,” continued Vanderyken. Working with 1WorldSync, “it was the only service that I’ve worked with that did what they said they were going to do in the time they said they were going to do it—without any glitches.” It also provided Purely Elizabeth time back in their schedules to monitor individual retailers more closely to better review their product content and images, stay ahead of new retailer supply chain processes, proprietary retail system updates & new product information requirements or changes.

Staying true to the vision

“Start a natural foods company.” Those 4 simple words from CEO & Founder Elizabeth Stein manifested into an all-natural and organic food business that grew and succeeded to differentiate itself for more than a decade—but stay true to its core.

“Creating this business just allowed me to say I want to impact the way people are eating and living on such a greater scale,” Stein reflected in a 2018 Entrepreneur.com article⁸. “I always envisioned the Purely Elizabeth brand as more than a breakfast product; it’s more of a lifestyle brand to influence our customers just as I would have done for my nutrition clients one on one.”

What’s next for the brand and wellness product manufacturer?

“We want to make sure all of our product content is compliant, and all of our new products are consistent across all platforms,” Vanderyken concluded as Purely Elizabeth looks to Phases two-to-three of its packaging shift, consisting of 20-plus more products for image capture and product content standardization completion.

THE RESULTS

Reduced
time to market by

75%

Decreased product
content and
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50%

Over 56
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About PurelyElizabeth

As a holistic nutrition counselor, Elizabeth Stein was learning about all of these incredibly powerful superfoods like quinoa, chia seeds and coconut oil and realized they weren't being incorporated into products using innovative, nutrient-rich ingredients. In 2009, when Elizabeth introduced her first product line, she was at the forefront of the ancient grain and chia movement. Today, she continues to stay a step ahead of the curve, incorporating exotic ingredients like Reishi Mushroom and Pitaya to their products. The Purely Elizabeth goal is to continue to redefine the standards of packaged foods and breathe life and delicious nutrition to the center of the store. purelyelizabeth.com.

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About 1WorldSync

We are the leading provider of omnichannel product content solutions, enabling more than 14,000 companies in over 60 countries to share authentic, engaging content that empowers confident commerce and intelligent consumer purchasing decisions.