

National Label is on a Roll

Women-owned supplier supports the LUBRIDERM® brand and Walgreens in consumer marketing, supplier diversity, and environmental sustainability

Just as consumers with dry skin apply LUBRIDERM® brand lotion for long-lasting moisture, Johnson & Johnson Consumer Companies, Inc. ("JJCCI"), the maker of LUBRIDERM® brand products, applies package labels manufactured by diverse supplier National Label to build long-standing equity with consumers. JJCCI's longtime relationship with Walgreens is also reinforced by the power of those labels—to communicate with consumers, support supplier diversity, and even enhance environmental sustainability.

"We're a joint business planning partner of Walgreens, which demonstrates this customer's high regard for brands such as LUBRIDERM® in achieving goals," says Troy Collins, Senior Director and Team Leader, Johnson & Johnson Sales and Logistics Company, LLC.

In the fragmented hand and body category, LUBRIDERM® is one of Walgreens' top brands.

And, having the right label can make all the difference.

"Most purchase decisions occur at the shelf," says Shannon Curtin, Group Vice President and General Merchandise Manager, Beauty and Personal Care Walgreens. "An easy-to-read and understandable label is a key communication opportunity as the consumer makes that split-second decision."

The nearly 60-year partnership between National Label and the Johnson & Johnson Family of Consumer Companies now encompasses the annual production of almost two billion labels for brands including TYLENOL®, NEUTROGENA® and LUBRIDERM®.



L to R: Nan Sweeney (daughter of Mary Jane) is CEO/owner. Mary Jane Shacklett (mother) is Chairperson and Strategic Planner and Holly Bodin (also a daughter of Mary Jane) is a cost analyst.

Currently chaired by the founder's daughter-in-law, Mary Jane Shacklett, National Label Puerto Rico recently earned Women's Business Enterprise National Council (WBENC) certification as a certified woman-owned business.

“National Label helps us accelerate movement toward Billion Dollar Roundtable (BDR) and industry benchmarks,” says Val Palange, Vice President, Chief Procurement Officer, for the Johnson & Johnson Family of Consumer Companies. “We’re the only healthcare manufacturer in the BDR, which comprises 20 corporations spending \$1 billion annually with certified minority- and women-owned businesses. This WBENC certification, encouraged through our supplier development, highlights our fundamental support of women-owned businesses.”

Similarly, Walgreens strives to patronize, promote, and partner with diverse entrepreneurs.

“Certified diversity classifications are represented within both our retail suppliers and service providers of goods not for resale,” says Rona Fourné, Director of Supplier Diversity. Our annual diverse supplier spending is nearly \$800 million, up more than six-fold since 2007, and we are committed to achieving at least \$1 billion this year.”

Walgreens and the Johnson & Johnson Family of Consumer Companies also share a deep commitment to environmental protection. Again, National Label further strengthens this bond. The company has won Johnson & Johnson honors including the J&J Supplier Sustainability Award and several Janssen Supplier Excellence Awards.

Last year, after LUBRIDERM® transitioned from flat to rolled labels, National Label developed “kitted pallets”—a streamlined approach to inventory management that puts front, back, and top labels together on one plastic pallet, reducing label movement. The new process significantly reduced waste by recycling 45,000 pounds a year of liner material; reusing 8,500 pounds of 3-inch tube cores and plugs; and eliminating 4,500 polyethylene bags, more than 4,400 pounds of corrugated boxes, 250 wooden pallets, and a metric ton of carbon dioxide equivalent.



Building the Kit on the specialized pallet. Pallets are packed with front label, back label, shoulder label on a common plastic pallet:

“We take a custom approach to solving all label challenges, and we’re proud that these pallets will contribute so significantly to preserving the environment,” says Nan V. Shacklett Sweeney, CEO National Label Company Puerto Rico. ♦