

## Success Stories by BABY UNIVERSE's Customers (a series of 10)

### Case-8: Completely Eliminate Printing Errors in List of Ingredients.



※The above image is for illustrative purpose only.

The most common printing errors can solve with printing again.

However, once the misprints are found on the label of toiletry and food products, recall can be required and it may be huge claimed against damage.

In reality, it is said that main reason for products' recalls is typo on the ingredients labels rather than defects of product itself, so each manufacturer or printing company always focus on avoiding misprint, not designing of package.

More than ten years ago, one of large toiletry companies in Japan asked us to develop software for detecting printing errors in list of ingredients.

We didn't guess it would take long time to develop it because it had simple function for locating errors between the original text file with excel and ingredients labels. So our estimate was accepted smoothly.

However, it turned into be our nightmare.

Let's say, as there are often no space between each item in ingredient label it is impossible to detect the error once missing item happens in the beginning part of the list and creates a disconnect within the list.

I mean human beings can find the disconnect easily, but computer mistakes "everything is wrong after this item." In some aspects that isn't wrong. We needed to think about most fundamental part, "definition of discrepancy".

Even after delivering beta version with all functions, we confronted various problems and debugged them. It took us twice as long as we'd expected.

Although this project ended in the red due to our failure of estimate, at the same time this was our inevitable development case to perform adequately in the area of validation.