



CASE STUDY

Lakeview Farms slashes launch time by 50% – and scales growth – with Loftware Smartflow

How a \$650M refrigerated foods leader streamlined operations, boosted efficiency, and accelerated product launches

Introduction

By implementing Loftware Smartflow, Lakeview Farms cut launch time in half, streamlined collaboration across 1,100 employees, and scaled through six acquisitions, while reducing headcount needs.

Founded in 1988 with just one customer, Lakeview Farms has grown into a \$650M refrigerated foods powerhouse with 1,100 employees and over 1,000 SKUs. Known for its dips, spreads, hummus, salsa, desserts, and specialty foods, the company has scaled through both organic growth and strategic acquisitions.

Business challenges

Lakeview Farms faced manual, fragmented, and error-prone processes that slowed product launches and created bottlenecks across teams:

Manual, error-prone processes

Artwork and labeling were managed via Excel and paper files, leading to labor-intensive workflows, frequent errors, and delays due to manual tracking and follow-ups

Lack of visibility and accountability

Without real-time project tracking, teams experienced bottlenecks and misalignment across marketing, R&D, sales, and purchasing

Inefficient collaboration

The absence of a centralized system delayed nutritional info finalization, artwork approvals, and time-to-market competitiveness



Smartflow has been a game-changer for us. The automation of artwork management has significantly improved our efficiency and reduced errors. We now have better visibility and control over our processes, which has allowed us to focus more on innovation and growth.”

Katie Metcalfe
Marketing Services Manager

The solution

Lakeview Farms implemented Loftware Smartflow to modernize their artwork management with centralized, automated workflows.

Centralized project management

A unified platform for internal teams and external partners improved coordination and accountability

Reduced email clutter & paper reliance

Streamlined communication and document handling
enhanced traceability and version control

Accelerated time-to-market

Faster product launches and commercialization,
even during acquisitions

Scalable integration

Smartflow enabled seamless onboarding of acquired SKUs
and UPCs, maintaining consistent workflows

Results & ROI

Metric	Pre-Smartflow	Post-Smartflow	Improvement
Time to launch	6 weeks	3 weeks	50% faster
Artwork cycle rounds	4	2	50% fewer rounds
On-time task completion	35%	95%	200%+ increase
Manual processes	100%	<5%	90%+ reduction

Strategic benefits

Error & waste prevention: Issues are caught before production

Regulatory compliance: Easier access to accurate data

SKU rationalization: Structured product discontinuation

Improved collaboration: More face-to-face interaction and better project discussions

Data-driven sales insights: Sales teams leverage data for precision account targeting

Operational capacity gains: Despite six acquisitions, the team operates with fewer headcounts than in 2020

Loftware is the global leader in product identification. Our cloud-based solutions power real-time collaboration, ensure compliance, improve authenticity, and deliver supply chain traceability from product development to consumer engagement. We provide scalable, data-driven labeling and packaging technologies that help companies boost speed to market, enhance efficiency, and connect physical products to digital experiences. Trusted by global brands and backed by over 40 years of innovation, Loftware supports customers across industries with offices in the US, UK, Slovenia, China, and Singapore.