



# CASE STUDY MYMUESLI

MASS CUSTOMIZATION OF INDIVIDUAL CEREAL BOXES





# BREAKING NEW GROUND

These three words are the best way to describe a start-up like MyMuesli. Of course, one expects one's printing partner to offer innovative solutions which will also break new ground.

The result of this collaboration between two companies, mymuesli and labelprint24, where the start-up spirit is virtually anchored in its genes, is presented in this case study:  
Mass Customization of individual cereal boxes.

The logo for mymuesli, with 'my' in pink and 'muesli' in orange, set against a white background that is part of a larger geometric design.

# ABOUT MYMUESLI

mymuesli went online in April 2007, making it the world's first provider of custom cereal mixes. The Passau-based company, which sells muesli via the Internet, in 50 of its own shops, and in over 1500 supermarkets, employs around 800 people.

Its innovative business model mirrors the current trend towards increased individualisation of products. The company uses the concept of Mass Customization to make its individual muesli mixtures.

MyMuesli has revolutionised the muesli market and offers an unimaginable 566 billion possible muesli mixes on its website.

# ABOUT LABELPRINT24

Labelprint24 is an experienced solution provider for Mass Customization of packaging printing.

The provider for packaging materials offers services ranging from consulting and project planning to in-house manufacture of fully personalised products.

With its own IT department, labelprint24 is able to connect to interfaces with customer ERP and production systems and also deliver complete, individual shop systems to its customers.

The logo for Labelprint24.com, with 'Labelprint' in black and '24.com' in orange, set against a white background that is part of a larger geometric design.



# THE GOAL

mymuesli wants the customer not only to be able to freely choose the content of their individual muesli, but should also personalise the muesli box. In other words, complete individualisation.

During the online ordering process, after customers create their personal muesli, they can give their blend a name and select a personal design for the box.

The result: 100% personalised muesli.





## THE CHALLENGE

Providing a high-quality print job for several thousand personalised cereal boxes each day was the central task of this project.

The difficulty was finding a way to automate the entire process of producing the personalized boxes, from the customer interface to the digital printing press.

In detail, solutions had to be found to cover the entire production chain from print data generation through automated workflows and shipping.



# OUR SOLUTION

The solution from labelprint24: the boxes would not be individualised on the production line at mymuesli, but instead at labelprint24's own digital printing plant.

The individualised cereal labels with customer-specific data are printed within a few hours, refined, and then delivered the next day as a label roll to the mymuesli production line in Passau.







# STATEMENT

– FROM MYMUESLI



Since 2007, customers have been able to order custom muesli mixes from us. But previously, we were unable to individualise the mymuesli boxes, even though it has long been our dream.

Thanks to the support from Harder-Online, this dream has now come true and together we have put the idea on the road. Harder-Online has supported us as our printing partner for this project and we are very happy with the results.



*Max Wittrock*

# THE OPTIMAL PROCESS

The retrieval of the individual customer data from the mymuesli ordering system takes place automatically each night. The data is then fully automatically checked for printability, prepared for printing and stored as an order for the printing press in labelprint24's ERP system. In order to ensure the correct assignment and quality of the individual labels, the personalised labels are automatically tracked with cameras throughout the entire printing process. The camera systems allow us to check whether each individual label has actually been printed. This is done by consistently comparing the label with the database.

If a label is missing, it is automatically reinserted into the queue to be produced and printed at the next print run. It takes approx. 12 hours for the custom labels to be printed and sent to mymuesli. The printed label rolls are reliably delivered to mymuesli the next day.

An additional challenge for digital printing was that the variable data (text and images) also contains metallicised effects. This task was also solved by the digital printing specialist labelprint24.

## Name your muesli:



Name

My Favourite

12 of 24

Description

Here it is: your favourite muesli, one of 566 quadrillion possible mixes, mixed with the best organic ingredients and much love.

128 of 200

## Design

random design



JUNIQE Design Edition

Iris Lehnhardt

£1.90



Rainbow

Share the love

£1.90



Confetti Surprise

Gold and Pink

£1.90



Celebration

Baby blue

£1.90



Celebration

Dusty pink

£1.90



575g for £6.70

Mix: £4.80 | Design: £1.90 [Remove design](#)

[Add to Bag](#)

£1.16 / 100g | incl. VAT. | excl. delivery charge





mymuesli  
HELLO  
STEFAN-MUESLI  
HELLO

mymuesli  
STEFAN-MUESLI

# STATEMENT

– FROM LABELPRINT24



The successful partnership between labelprint24 and mymuesli shows that custom solutions are the key to our business success.

We see the Mass Customisation of packaging as a huge opportunity in the printing business and we are in a position to produce highly complex and refined products from the very first print.

When it comes to digitalisation and personalisation of printed matter, labelprint24 is clearly ahead of its competitors. This solution is a real-time customisation that fits perfectly with our philosophy and enriches our business model.



*Stefan Harder*

Images from

mymuesli / Victor Strasse

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