



# Sur la table

THE ART & SOUL OF COOKING

JohnsonRauhoff developed a streamlined photography process that ensures consistency in look and feel across all products offered by Sur La Table, while minimizing postproduction quality control oversight.





# Sur La Table

THE ART & SOUL OF COOKING

ABOVE ALL ELSE, RESULTS®

## SITUATION

Sur La Table is a retail company based in Seattle, WA, selling kitchenware products—cookware, cutlery, cooks' tools, small electrics, tabletop and linens, bakeware, glassware, housewares, food, and tools for outdoor entertaining. Over 3,000 SKUs are introduced each year, requiring a consistent look and feel for their customers' online shopping experience.

## OBJECTIVES

- Develop a turnkey solution for high-volume Web silo projects that will ensure the color and angle of like products are consistent, minimizing or eliminating efforts in quality control

## STRATEGY

- Create a streamlined process for JR to manage entire projects with limited touchpoints and quality control oversight from Sur La Table

## TACTICS

- Create a comprehensive style guide for each product category that can be updated as new categories are introduced
- Add metadata into the web image, allowing JR to create a database of all like-color images to ensure files are color-corrected
- Enhance service provided by adding a layer of quality control for color and tonality checks as well as ensuring consistency in angle and size within a product category
- Keep close communication between the dedicated JR Account Executive and the client to ensure all status documents are current and updated on a weekly basis

## RESULTS

- Improved quality and speed in an efficient price model while minimizing Sur La Table's need for quality control
- JR now provides a turnkey solution from product delivery to website upload

