

CASE STUDY

PRODUCTION PRINT CASE STUDY: ACME GRAPHICS

INCREASING PRODUCTION PRINT ROOM PRODUCTIVITY

Acme Graphics (Cedar Rapids, Iowa) is a specialty printer of stationery and accessories for the funeral, pet and non-profit industries. Their previous production print vendor wasn't living up to their promises, so Acme Graphics chose to partner with the Gordon Flesch Company (GFC) Team.



“We saw an increase in print volume, almost immediately. Today, with GFC, our output is double what it had been before.”

— **Jeff Scherrman**
President, Acme Graphics

The Challenge

Acme Graphics was frustrated by constant equipment downtime due to broken parts and unavailable toner. These issues caused the company to always be running behind in their delivery dates. GFC listened to these challenges and presented a plan designed to solve them and increase Acme's print production capacity at the same time.

The Solution

A team approach was needed, so the GFC Account Executive and Business Analysts worked together to streamline print room workflow processes and increase productivity. Canon printers were used to ensure greater uptime, especially during high-production days. And sensing units were added to improve productivity by automatically calibrating color quality and front-to-back registration while printing. Acme Graphics also checked with local GFC clients and found them to be very happy with the excellent reliability of their Canon printers and of GFC's knowledgeable, quick and thorough service technicians. This sounded like a winning solution and Acme Graphics partnered with GFC to install two new print production devices.

The Results

Installation took only one day and the GFC Team remained available after training to help create a smoother workflow for increased productivity. Acme Graphics went from being behind schedule due to machine issues, to having a record year with an increase in customer volume. Their machine uptime had previously been at 84 percent, but after the switch to GFC, their uptime is now at 97 percent. More uptime equals more productivity – and profit! And in the event that a service call is needed, Acme Graphics can contact GFC's local support team, who will be onsite within hours to fix the device.



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