

## CASE STUDY:

# ACME Printing

Since 1932, the ACME Printing Company has been serving central Nebraska. Their customers depend on them, and ACME is devoted to their customers. The team at ACME take great pride in providing their clients with the highest quality service possible.

When it came time for ACME to upgrade their in-house digital printing systems, they turned to Capital Business Systems for assistance.

"We found ourselves having to outsource some of the work that we would have liked to keep in-house," said Rich Dack, who is in charge of Press Operations at ACME. "We needed a knowledgeable and reliable office technology company that could help us get there."



## Assessment

Capital Business Systems representatives began by visiting the ACME offices in McCook, Nebraska, to get to know both the business and the staff. We began by learning ACME's workflow and how they operated. The challenges that ACME was facing were used as a basis for assessing not only what new technology might be required, but also what aspects of their current technology could be leveraged.

## Challenges

The majority of the obstacles that ACME faced stemmed from the requirement of outsourcing some of their services.

"Turnaround time and the additional costs of outsourcing certain things were something borne by both ACME and our clients," said Dack. "We knew that if we could eliminate some of those things, we could pass those savings on to our clients."

Another challenge came from the fact that ACME wanted the new device installed in a new location for them – their basement.

## Solutions

With all the requirements in hand, a Capital Business Systems representative was able to provide ACME with a new production printer - and finishing solutions such as a trimmer, folder and stapler - that served all their needs and also fit within their budget.

Luckily, Capital Business Systems has experience installing large print devices in tough locations. The removal of the old device and the installation of the new one went off without a hitch.

Once installed, Capital Business Systems also built a customized service plan for ACME's new devices.

*"Capital Business Systems have quickly become a trusted partner," said Jared Muehlenkamp, CEO of ACME Printing Co. "They've been able to help us with everything we needed quickly, expertly and within our budget."*

## Results

Because of the easy access to their own production print device and the ability to print on demand, ACME began increasing their output. To their surprise, they found that they had printed three months' worth of product in the first three weeks of service alone!

"Capital Business Systems really helped us take our business to the next level," said Dack. "And our clients will be the beneficiaries of that."

## About Capital Business Systems

Established in 1982, Capital Business Systems Inc. serves businesses like yours in Colorado, Wyoming, Nebraska and New Mexico. Our customer vision allows us to build strong relationships with our customers, meeting their specific document needs rather than making their needs meet our products, and by making it easy to do business with us.

To learn more about how Capital Business Systems can help bring all your print capabilities in-house, contact us today.

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