

## Creative Print Group exceeds 30% growth with OPrint



*"I can't begin to measure the benefits that I have gotten from **OTPrint**. My company simply wouldn't be as successful as it is today. **OTPrint** has adapted to the dynamics of our growing business and has made it easy for us to grow to the next level."*

-Brian White, President - **Creative Print Group**

*From concept and graphic design to quality printing and on-time delivery, Creative Print Group, a Baltimore, Maryland based company, is focused on the success of their customers.*

*During the past four years, the economic downturn in the printing industry has made it difficult for many companies. Trying to maintain a consistent business and make a profit is one thing, but trying to grow your business has been a challenge for most printing companies. In 2000, Brian White, President of Creative Print Group, purchased the **OTPrint** Management System, with the goal of improving the speed and accuracy of estimating. Prior to **OTPrint**, the operation at Creative Print was bogged down with quotes causing delays to their customers.*

### Why OnTrack?

"In today's competitive market, it is critical to understand your true business costs. *OTEstimating* covers all of our costs by asking the right questions on one easy-to-read screen and allows us to make the right decisions for our business model" says Mr. White. "The ability to see the "Value-Added" calculated in real-time as we are building the estimate gives us accurate figures to make informed decisions to win the business and make a profit", adds Mr. White.

With **OTPrint**, Creative Print Group has grown their business by \$1 million in the past four years without adding headcount. "The installation of **OTPrint** was painless. Within one week, we were using the system for all of our quotes", says Mr. White. The customer service department at Creative Print will quote customers on the phone. They can easily reference old quotes and make adjustments. The quick turnaround to customers has given Creative Print Group an edge in customer satisfaction and retention.

OTview's software has helped Creative Print effectively manage the work-in-process in the plant and the workflow of each job. Mr. White states that, "**OTPrint's** instant view of the plant makes it easy to understand how much press time has been sold, and how much is and will be available to be sold".

### Effective Communication and Production Efficiency

According to White, the **OTPrint** system has significantly reduced spoilage to less than 1/4%. Mr. White commented, "**OTPrint** has given us an effective communication tool that has taken the guesswork out of running a job. It's rare to make a mistake. Everyone has a live view of the job on their workstation and access to important archived data. Optimizing the workflow of each job throughout the plant has maximized the use of equipment and resources, minimizing the requirements to purchase additional equipment." With *OTInventory* maintaining the right amount of inventory has become a key cost control factor for Creative Print.

When estimating a job, they know exactly how much inventory is in stock and how much material to purchase.

**OTPrint** is extremely flexible, allowing companies like Creative Print to customize the software to fit the requirements of their business. "As we've expanded, the software has easily adapted to the dynamics of our growing business", says Mr. White. He adds, "One of the key advantages that we have with our **OTPrint** solution is the remote access capability that allows me to run my business from outside the office. I can review work-in-process, check deliveries, or estimate a job from my home computer".

### **Customer Satisfaction with OTRPrint**

At Creative Print Group, on-time delivery and meeting the quality expectations of their customers is essential. On-time delivery alone has been dramatically improved to well over 95%. At the end of the day, customer satisfaction is the critical success factor for Creative Print's dynamic growth in a very competitive market. **OTPrint** has served as the enabler to achieve a true OnTrack business.



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