



# Case Study: Premier Press



Enterprise Commercial Print Suite

**Print ePS**

*Empowering Print Success*

## Case Study



Premier Press is a team of skilled and trusted creators who transform ideas into realities via 24/7 full service, dynamic innovation, and quick turnaround times for even the most challenging projects.

Projects range from retail environments, POP displays, marketing materials, leadgenerating direct mail campaigns, custom packaging for influencer marketing kits, and beyond.

**PREMIER**  
A CREATIVE PRODUCTION COMPANY

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## Challenge:

*Strengthening the business by improving estimating and reducing pricey media waste.*

# Premier Press saves thousands on retail graphics quotes with ePS Metrix

Premier Press, a large player in the retail graphics space, utilizes Metrix from eProductivity Software (ePS) in its prepress and estimating departments. Results include a 20% efficiency improvement in their prepress department, more sophisticated planning of up to 300 parts per job, and more competitive costing. Many of the company's rigid-substrate retail graphics jobs can require 30-40 sheets of material, and Metrix can often reduce those quotes by thousands of dollars.

The bottom line is that Premier Press's competitive quotes win more business, while their efficient layouts and prepress workflows keep the company profitable. Premier Press is a family-owned business that has brought order to the chaos of creative production and distribution for more than 40 years. The company was founded on one guiding principle: To quickly and efficiently support customer needs.

Their 150 employees, including 18 full-time project managers, provide services such as concepting, creative, design, project management, production, and distribution to help bring customer brands to life.

Premier Press's equipment line-up includes sheet-fed offset and digital presses, UV flatbed, UV hybrid, and latex roll-to-roll wide-format printers. Post-production services include lamination, sewing, booklet-making, and other finishing, along with mailing, kit building and fulfillment, and distribution.

The Premier Press retail graphics division operates out of a 170,000-square-foot facility in Portland, Oregon. The retail rollouts this division delivers are often large, complex, and expensive to produce. They require accurate costing and efficient layout design to attain competitive pricing with acceptable margins.

The stakes become higher as job sizes increase, and Premier Press appreciates how ePS Metrix reduces waste and helps them plan projects more efficiently and cost effectively.





ePS Metrix is Premier Press's preferred solution for impositioning and nesting on wide-format print as well as for versioned cut-sheet digital and offset work.

## High efficiency and low waste are key

For example, a single project at Premier Press might involve 50 to 100 products for one to 1,000 stores. Each product can range from a small, irregularly-shaped rigid point-of-sale sign to a massive, roll-fed banner, while customers might require staggered shipments to their various locations. To make matters in this high-volume display graphics production environment even more challenging, the company has to reduce waste as much as possible.

Waste is a sure-fire profit killer when producing signage on substrates that can cost well over \$100 per sheet. Before Metrix, Premier Press manually laid out products using a pen-and-paper process to determine the best

yield, which meant designers became layout experts. Scott Gorman, Vice President of Manufacturing, readily admits an ongoing challenge: Even the best designers can struggle to maximize media space by fitting the absolute maximum number of products on any given substrate sheet. The result at a busy shop? Waste and layout time rapidly increase as product counts grow.

To make matters worse, generating accurate estimates requires performing this work before winning the bid. Developing pre-sales estimates means pulling designers from active jobs to spend time quickly laying out work for quotes they might not win. Gorman knew there had to be a better way.

## Solution:

**“ ePS has been a great partner for us with great support. That was the driving factor for us selecting Metrix, which has been great for us for how we use it. ”**

**Scott Gorman,**  
VP of Manufacturing, Premier Press

## Result

**“**After we started using Metrix, with the yield of the material we started saving, I could confidently say that after three months, we paid for the software. **”**

**Scott Gorman,**  
VP of Manufacturing,  
Premier Press

Premier Press already used an ePS Enterprise Commercial Print Suite workflow, based on ePS Monarch MIS/ERP software as its core. The company's workflow Suite includes some integrated technologies, including ePS iQuote® or estimating, quoting and production planning, and a custom retail graphics software Premier Press developed to manage retail rollouts.

The company had long relied on the service and expertise ePS provides in helping its customers maximize the automated efficiency they gain from their workflow software investments. Premier Press turned to ePS for help in further improving its margins using Metrix. “ePS has been a great partner for us with great support,” says Gorman. “That was the driving factor for selecting Metrix.”



Premier Press's Retail Graphics System has greater flexibility in the work it produces for clients, including graphics for local StarCycle® Studios thanks to a very agile workflow capable of planning for many different types of jobs.

## A flexible workflow, handling complex production needs

Metrix, an intuitive planning and imposition automation solution, is used at Premier in conjunction with the ePS Enterprise Productivity Suite to streamline and automate the layout generation process, providing ePS Monarch with the information needed to build accurate estimates quickly. This approach lets Premier Press's project managers vary their workflows to meet the unique needs of different job types.

For example, the company uses iQuote's features to drive efficiency on all work requiring complex job tickets. However, with Metrix combined with iQuote ticketing, Premier now has the most efficient way to get the sheet count and asset data for jobs with complex product layouts while creating simple tickets. The flexibility ePS offers with its industry-leading range of workflow technologies is critical. A one-size solution does not fit everything Premier Press does. ePS Metrix is Premier Press's preferred solution for impositioning and nesting on wide-format print, offset, and cut-sheet digital jobs requiring more than five different versions.

The software is especially useful for jobs with varying sizes and quantities. Metrix drives efficiency for the company in two ways. One way is through the software's ability to

develop efficient layouts for estimating substrate usage. Metrix can determine the best yield for a product. This highly accurate impositioning/nesting capability, including Metrix's AI-based AutoPlan capability, delivers the best layout options based on the cost and efficiency.

Premier Press's sales staff can now develop accurate quotes quickly, without impacting design staff, with this capability in place. Metrix also gives the company advantages in project management. Premier Press' Retail Graphics system can export as many as 50 to 100 products for Metrix at a time. Once that job goes into prepress, the prepress team assigns the art to the products using Metrix.

Next, Metrix exports a print-ready PDF file, ready to go into one of the company's wide-format printers. With this one-touch approach, there's no need to re-layout the job. The prepress team can now export a detailed manufacturing report showing low-resolution art images in every layout through this process. It also details the number of sheets required to make requested counts.

It is a simple way to provide the production department the information they need without creating complex job tickets.



## Building a business through change management

Gorman claims that his Metrix implementation was refreshingly straightforward. "We were pretty much self-taught when it came to the implementation because Metrix's documentation is probably the best I've ever seen on any software," he says. "It has a very good user guide, but it also has a learning guide, where you can build up your knowledge step by step." No matter how effective training on a new software product may be, Gorman points out that, beyond education, technology adoption also involves change management.

"You have to communicate really well with your people, get your teams and leaders together, and make sure you have their buy-in rather than giving them a mandate," he says. "You have to listen. Then it's just a matter of supporting your people."

Premier Press now wins more business with Metrix and iQuote because the company can quickly deliver better quotes. Beyond costing and quoting accuracy, Premier Press also reduces operating costs in its wide-format operations thanks to Metrix's powerful nesting capabilities. The savings are especially noteworthy with the software's irregular shapes option, and the large-sheet option used for ganging banners on roll-to-roll printers. According to

Gorman, "After we started using Metrix, with the yield of the material we started saving, I could confidently say that after three months we paid for the software."

"ePS has been a great partner for us with great support. The relationship or partnership was the driving factor for us selecting Metrix, which has been great for us for how we use it."





# Print ePS

Empowering Print Success



## Enterprise Commercial Print *Suite*



Industry leaders have been turning to eProductivity Software to deliver integrated solutions for their large commercial print, mailing, and display graphics organizations for over two decades. The eProductivity Software Enterprise Commercial Print Suite facilitates the collection and integration of company-wide information in the office and on the production floor that improves efficiency, increases capacity, and reduces waste for effective and profitable business management.



**eProductivity Software** is a leading global provider of industry specific business and production software technology for the packaging and print industries. The company's integrated and automated software offerings and point solutions are designed to enable revenue growth and drive operating and production efficiencies. eProductivity Software is headquartered in Pittsburgh, Pennsylvania with offices worldwide. With over thirty years dedicated to delivering best-in-class technology to the packaging and printing industries, it is the company's deep held philosophy that eProductivity Software succeeds when its customers thrive. For more information reach us at [contact@eproductivitysoftware.com](mailto:contact@eproductivitysoftware.com).

### Enterprise Commercial Print Suite

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