



In business for more than 30 years in Dayton, Ohio, Oregon Printing is a full service print provider with digital and offset capabilities. They serve regional clients in the healthcare, education, creative and business communities.



EFI PrintSmith and Fiery Technology at Center of Operations at Oregon Printing

Challenge:

President Judd Plattenburg purchased Oregon Printing in 2000. At that time, the business was running an old DOS-based estimating system. After stumbling along for a couple of years, Plattenburg decided the time was right to install a complete, integrated MIS system.

Solution

Plattenburg was familiar with the market-leading EFI™ PrintSmith™ management information system, and after a review of several options, decided it was the best solution for his business.

“PrintSmith’s capabilities are impressive,” he says. “And I knew the system had the ability to grow along with our business.”



A few years later, Oregon Printing added EFI PrintSmith Site[®] and Fiery Driven[™] digital printers to further automate the operations.

Results

“PrintSmith has enabled us to really get our arms around costing and ensure we have consistent pricing,” says Plattenburg. “And the scheduling module is critical to our operations.” They no longer have the white board on the wall, but instead a computer-based schedule that everyone can see. This has brought huge gains in efficiency and automation.

In 2007, Oregon Printing added EFI PrintSmith Site, the automated Web-to-Print order entry tool. “PrintSmith Site is used regularly by about 15 customers, and we hope to have closer to 50 using the system in the next couple of years,” says Plattenburg. “Customers love how easy it is to place orders and check order history, and we’ve been able to reduce job set-up time on PrintSmith Site orders from 30 minutes to three!”

The addition of digital technology is a big part of the company’s growth strategy. They currently operate two Fiery Driven digital engines and rely on Fiery[®] Command WorkStation[®] and Hot Folders on a daily basis.

Solution:

“PrintSmith is so central to our business that we develop operations around it.”

— Judd Plattenburg
President
Oregon Printing
Dayton, Ohio





Oregon Printing partners, from left to right, Bob Allbery, VP and Partner, and Judd Plattenburg, President, Oregon Printing.

“Our Fiery RIPs work extremely well, and our digital equipment enables us to take short-run work off of the offset equipment, saving time and up to 20% in costs,” comments Plattenburg. “I see a lot of growth coming from digital, especially in the use of personalization/variable data print. With our Fiery technology and PrintSmith capabilities, we’re perfectly positioned to take advantage of the digital transformation.”

Results:

“With our Fiery technology and PrintSmith capabilities, we’re perfectly positioned to take advantage of the digital transformation!”

— Judd Plattenburg
President
Oregon Printing
Dayton, Ohio





Beat the competition and profit with EFI's integrated Fiery®, VUTEK®, Jetrion®, EFI Wide Format, Print MIS and Web-to-Print solutions. Visit www.eproductivitysoftware.com to learn more.

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