CLASSIC GRAPHICS TAKES SUCCESS TO THE NEXT LEVEL WITH UPGRADE TO EFI MONARCH SOLUTION AND PRINTFLOW

CHALLENGE:

“As the company grew and customer requirements became more complex, we needed an integrated print management solution.”

—Rick Kraushaar, vice president of operations, Classic Graphics

In 1991, while other companies were cutting costs and postponing equipment investments, Classic Graphics decided to install the PSI™ print management system to handle the growing complexity of customer requests. Over a decade later, the company formed Opus Direct and expanded its offerings to include mailing, fulfillment, complex kitting, and marketing technology, including data management.

Soon after, Classic Graphics outgrew the capabilities of PSI and began looking for a new MIS solution. “We loved PSI, but we outgrew the system—especially on the accounting side,” said Rick Kraushaar, vice president of operations. “Over the years we had built some custom reports, but as new versions of PSI came out, we couldn’t keep up and decided it made more sense to find an integrated system.”
Over a nine month period, the company looked at and tested six different MIS options. Then, Classic Graphics made the decision to implement EFI Monarch (then called EFI Hagen™) and EFI PrintFlow® dynamic scheduling, and began installing the systems right away.

“It was a big commitment, requiring all new computer hardware and other updates, but we knew with Monarch we’d have a system that we could grow into, and not just a ‘band aid,’” said Kraushaar. “The ability to run PrintFlow was also huge. We used the PSI scheduling module before, but it wasn’t powerful enough to keep up with our growth.”

With Monarch and PrintFlow in place, Classic Graphics has realized a number of operational benefits. “Virtual job tickets” mean less data entry and fewer errors. The central accounting package enables all employees to access the same information, which has improved communication and decreased invoice times. The standard reports that come with the system meet the demanding needs of Classic Graphics—and since the company no longer needs a full-time person to write custom reports, that brain power is being used in other departments. Kraushaar also finds the estimating system easier to use and easier to train new employees on.

“Overall the Monarch solution is great—it’s easier to maintain and it’s more stable than PSI,” Kraushaar concludes. “And we love PrintFlow. It allows us to manage our constraints and see the bottlenecks, so we know exactly where jobs are and can keep our customers happy. We also achieve greater throughput thanks to PrintFlow. With Monarch and PrintFlow, we have the perfect integrated system.”

**RESULTS:**

“We know we made the right MIS choice given the benefits we’ve seen, such as having more accurate information at every step of a job and faster job turn-around and invoicing times.”

— Rick Kraushaar