Florida-based Rex Three opened for business in the late 1950s as a photoengraver. With its roots in prepress, Rex Three maintains a strong design capability and can take a job from concept to execution in print or online. And while the business model of the company has changed several times, it has remained successful through the years. Today, with both digital and conventional printing capabilities, the company excels in direct mail, PURLs and personalization. Their team of programmers provides customized solutions for high volume business-to-business transactions, enabling them to excel in turnkey fulfillment and print-on-demand applications.

**CHALLENGE:**

“In the past 15 years, the nature of our business has changed dramatically—not once, but several times. To accommodate those changes, we needed a print business management system that was flexible, yet robust.”

—Vincent Sita, vice president of manufacturing, Rex Three

Across South Florida and the East Coast of the United States, Rex Three is known for its ability to take a job from concept to delivery. With 100 employees working around the clock, the company has more than $18 million in revenues annually.

For over 50 years, Rex Three has adapted to changes in the printing industry by leveraging technology and investing in automation. Today, the EFI Pace™ print management system serves as a key component of their strategic initiative to interconnect all of their equipment. By providing a customizable, JDF-enabled platform, EFI Pace helps Rex Three to provide businesses with graphic solutions that lower print production costs, improve efficiency, and trigger long-term savings, allowing corporate clients to maximize their budgets.
Instrumental in the growth and success of Rex Three has been Vincent Sita, who manages Rex Three operations. “As a full-service printer, our business is very complex. We offer both offset and digital printing, plus foil stamping, lamination, die cutting, folding, gluing and just about any kind of finishing services the customer may want. Plus we do personalization and PURLs on our digital press, and boast a fulfillment center than can handle significant volume with virtually 100 percent shipment accuracy. Since we installed it, Pace has responded to our every estimating, scheduling and costing need. The system is so reliable and established that one client does more than $2 million annually with us without a customer service representative even involved. And if the software doesn’t do quite what we would like, we can usually get exactly what we need with a little creativity and the Pace customization toolkit.”

Rex Three has relied on Pace for more than 15 years—since long before Pace joined the EFI family of software products. “Pace has evolved with both printing technology and the marketplace,” says Sita, “permitting Rex Three to change from a conventional offset printer with extensive prepress and design capabilities, to a digital printer with customers who need mailing and fulfillment. Our continued success is a function of our ability to constantly monitor every portion of what we do. Regardless of the direction we have gone, Pace has enabled us to manage our business effectively, moving with us every step of the way.”

The ability to interface his EFI Pace system with a wide variety of specialized software is particularly appealing to Sita, who was deeply involved in the R&E Council Smart Factory initiative and implemented some of the first JDF interfaces in the industry. Sita’s stated goal is to interconnect all his equipment and use Pace to coordinate the data. He believes that his ability to collect data and put it in the hands of managers in the format they require has enabled Rex Three to reduce waste to 0.5 percent of sales. Efficiency increases have been seen throughout the company. Personnel in estimating, billing, production coordination, and shipping have all had a hand in designing custom tools that help them with their day-to-day tasks.

SOLUTION:

“EFI Pace has enabled us to run our business effectively while accommodating significant changes in workflow, including our transition from conventional to digital printing.”

—Vincent Sita

RESULTS:

“EFI Pace gives us the flexibility to do new things. The Pace browser interface enables a major customer to enter orders directly and then monitor production and shipments without any intervention by Rex Three personnel. Passing our savings along to this customer has enabled us to retain the account even in an economic downturn.”

—Vincent Sita