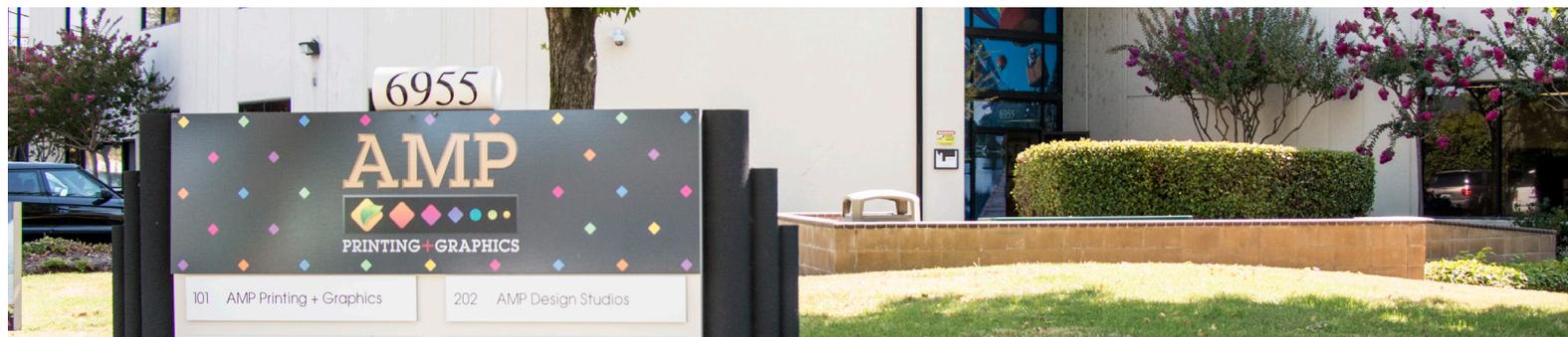


Commercial Printer Improves Bottom Line by Making Boxes On Demand



Evaluating the Business Model

AMP Printing & Graphics, a family-operated commercial printer in Northern California was looking for greater competitive advantage. The company owners continually reinvest in the business to deliver on the needs of their broad customer base. AMP offers a range of services, effectively marrying talented people with printing technology. From prepress to kitting and fulfillment AMP Printing & Graphics completes each project using the best people and equipment for the job.

Like most commercial printers operating in today's market place, AMP felt the pressure of competitive pricing, shorter lead times, and smaller, more varied print runs. Jeff Main, President and Owner of AMP recognized room for improvement in the way the company was packaging and shipping customer orders.

The company was storing large quantities of boxes which used more than 1,500 sq ft of warehouse space. Employee's spent time finding boxes on the storage shelves, customizing boxes by hand to fit unique orders for safe shipment, or using grossly oversized boxes and adding dunnage

for product protection. This process was costly not only in terms of labor but also in DIM charges. The Dimensional Weight pricing system, or DIM, implemented by UPS and FedEx in 2015 and increased in



January, 2017, changed the manner in which shipping charges are calculated (<http://www.fedex.com/us/shipping-rates/other-changes.html>). Under the DIM system, shipping cost is based on the size of the package vs. weight only. This pricing structure has increased the cost of shipping by more than 20% in some cases.

Improving Customer Satisfaction and Cutting Costs

Jeff searched for solutions to this complex challenge and found Box On Demand (BOD) as the answer to improving his operation while increasing competitive advantage. The Box On Demand system provides companies with the necessary equipment, software, and corrugated to produce right-sized boxes in their facility, on demand. The machine technology sizes, cuts, scores, and glues each box quickly and effectively. The Box On Demand system requires minimal floor space, comes completely delivered and installed with employee training by a certified BOD technician, arranges for scheduled corrugated delivery as needed, and provides

for annual preventative maintenance checks. “We were so pleasantly surprised to see what changes it [the BOD system] made”, notes Jeff. Jeff highlights the improved working conditions for employees, the more effective allocation of labor and warehouse space, and the reduction in DIM charges as the key reasons why the Box On Demand system has improved the company’s competitive advantage. Jeff highlights, “. . .most importantly we have won more projects. . .we have less waste, higher profits, and we are able to turn jobs quicker and I have more storage space available now”.

Getting Results

The installation of the Box On Demand system has allowed AMP Printing & Graphics to improve their competitive advantage by remaining flexible, allowing for last minute changes, checking and verifying the box dimensions and fit prior to going live for project shipment, increasing space available for other storage and profit generating activities. AMP is currently using the machine at full capacity and is planning for a second machine in the future.

