

CASE STUDY



In business in Dayton, Ohio for more than 30 years in 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.

PrintSmith Vision® 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 number of years, Plattenburg decided the time was right to install a comprehensive, integrated MIS system.

SOLUTION

Plattenburg was familiar with the market-leading PrintSmith Vision management information system from [eProductivity Software](#), and, after a review of several options, decided it was the best solution for his business.

“The capabilities that PrintSmith Vision offers 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 PrintSmith Vision and 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.

Oregon Printing added ePS MarketDirect Storefront, the automated web-to-print order entry tool. “MarketDirect Storefront 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 Storefront orders from 30 minutes to three!”

SOLUTION

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

JUDD PLATTENBURG
President, Oregon Printing
Dayton, Ohio





Oregon Printing partners
Bob Allbery, Vice President (left),
and Judd Plattenburg, President

"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 percent 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

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JUDD PLATTENBURG

President, Oregon Printing
Dayton, Ohio