At Plasti-Fab, DesignMerge Increases Productivity to Improve the Bottom Line!

Since 1957 Plasti-Fab, Inc. has been manufacturing visual identification products for industrial, material handling, corporate, and retail industries. They use DesignMerge to produce a variety of products including signage, labels, id tags, and more. Following is a short interview with Steve Orlando, graphic artist at Plasti-Fab, Inc., discussing how the DesignMerge software has helped them to increase productivity and improve their bottom line.

What type of work do you do with DesignMerge?

We produce a variety of signage tags and labels primarily for the automotive industry. However we have also printed scannable identification badges and other products as requested by our clients.

What kind of challenges have you faced in the Variable Data Printing (VDP) market?

Our VDP needs are fairly basic. Most of the labels and tags that we produce contain bar codes and/or sequential numbers, and therefore we required a software solution that would address these processes.

Why did you choose DesignMerge?

DesignMerge allowed us to print tags and badges with the bar codes and sequential numbers included as part of the output. We needed a robust bar code utility which DesignMerge provides. And the "sequential numbering" feature of DesignMerge makes it incredibly easy to produce the numbered output that our clients require.

What have been the results of implementing DesignMerge in your workflow?

Prior to implementing DesignMerge, we generated bar codes and sequential numbers separately from the label and then manually adhered them. With DesignMerge we are able to output the label with bar code and/or sequential number in one pass. Eliminating an entire step, particularly one that was extremely labor-intensive, has allowed us to reduce labor costs and increase turn-around time on jobs. Furthermore, where previously we may have turned away work with tight deadlines, we can now confidently keep it in-house knowing that we will meet our clients' time line with an accurate and professional product

Meadows
PUBLISHING SOLUTIONS

Is there a particular feature of DesignMerge that you like?

It's easy to use! And Meadows has great technical support. The online knowledgebase is very useful, and I have always received fast turn-around on any support tickets. I am not an expert on bar codes, and it has been very helpful to be able to contact Meadows with questions, and to bounce ideas and questions off of them.

Meadows
PUBLISHING SOLUTIONS