Rinaldi Prints Fortune 500 Materials With DesignMerge!

RINALDI PRINTING
GRAPHIC EXCELLENCE
SINCE 1905

Rinaldi Printing Company in Tampa, Florida has provided exceptional service, quality, and value to their clients and business partners for over 100 years! They have an impressive list of clients, from Elvis Presley to Fortune 500 companies. Sure Rinaldi has great equipment, but what really sets them apart is their staff and their commitment to customer service. When it comes to "ink on paper" very few companies have more experienced employees than Rinaldi Printing!

Following is a short interview with Steve Kimbler, Vice President of Rinaldi Printing, discussing how DesignMerge has helped meet their unique challenges with a solution that has resulted in increased profits and expanded business opportunities. "Our century of experience allows us to combine the historical craftsmanship of "ink on paper" with the digital tools of today, giving our clients the solutions they need. In addition to offset and digital printing, we provide the services required for our clients to be efficient: direct mail, storage and fulfillment."

What business challenges have you faced in the VDP market?

Our most frequent challenge is educating our clients on the relationship between the data and art files, and the technical limitations of digital output. We have many clients who are completely on-target when it comes to their list formatting, variable content and creative intentions. Others know what they want to do, but don't have suitable data or art to efficiently execute their ideas. We work with them to refine their files and develop a solution that meets their needs.

Why did you choose DesignMerge for your VDP implementation?

It is very typical for a client to call and start the conversation with, "How can we?" or "Is it possible to?" At Rinaldi, we position ourselves as the "go-to" company when a project needs to be done right, has a difficult production time line, or needs extra effort to work out the most efficient specifications.

We evaluated several variable data printing solutions but decided on DesignMerge for several reasons.

• Pricing - DesignMerge offered the most "bang for our buck" compared to other VDP solutions we reviewed.

• Ease of Use - DesignMerge is simply a plug-in for InDesign. There is no new software to learn because DesignMerge simply adds variable data features to our composition software. Our designers work within InDesign and deliver perfect output every time.

• Training - The training we received from the staff at Meadows Publishing Solutions was excellent.

• Technical Support - The quality of technical support is excellent and always available whenever we have questions.

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➥ What were the results of your DesignMerge implementation?

Implementing DesignMerge at Rinaldi Printing enabled us to offer and produce variable data jobs almost immediately. This translated into a new revenue stream that we previously did not have. We were able to talk to our existing customers about this new service, as well as gain new clients because of our VDP capabilities. DesignMerge has helped keep us on the leading edge of the digital print industry and our customers are very satisfied.

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