

THE BENEFITS OF USING LABEL TRAXX

NEV'S INK www.nevsink.com

Gary Nevermann is a person who likes to study things extensively before taking action. Before starting Nev's Ink, which is located in Waukesha, Wisconsin, a suburb of Milwaukee, he learned the label making business inside and out. Today, the five-day-a-week operation manufactures and ships pressure sensitive labels throughout the United States and Canada, as well as overseas. Nevermann's goal is to maximize quality, minimize turnaround time, and to provide consistent service to customers.



When Nev's Ink opened in 1989, the business was run using only a basic accounting software program. Orders were entered manually, and invoices were typewritten. As the business expanded, Nevermann found it was increasingly more difficult to track finished goods inventory, and he began to search for a more comprehensive business management computer system. When he discovered Tailored Solutions' Label Traxx software for label manufacturers, he spent four years

studying the software, how it worked, and how it would benefit Nev's Ink. Says Nevermann, "Even though I did not own the software, I made several calls to Tailored Solutions' President, Ken Meinhardt, asking questions, and making suggestions as to how to improve the software." In 1996, Nev's Ink made the decision to install Label Traxx, and Nevermann has not looked back since. The initial installation consisted of two Macintosh computers and today has

grown to 25 workstations throughout the two-building operation. Since Label Traxx enables you to mix computers on the same system, Nevermann is able to provide employees with either a Mac or a PC, depending on their personal preference. Another benefit of Label Traxx is that there is no longer a need for employees to punch a time clock; all 38 of Nev's Ink's employees' productivity can be measured as they log on and off of Label Traxx.



Customer Service entering orders using Label Traxx™

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Gary Nevermann, President of Nev's Ink

Today, the Nev's Ink Label Traxx installation includes every software module offered by Tailored Solutions. Says Nevermann, "Perhaps the most useful feature of the system lies in the fact that it allows us to schedule the presses any way we like permitting us to quickly reschedule production in order to accommodate rush orders."

Due to the large volume of stock products that Nev's Ink ships to its customers (in quantities as small as single rolls) the Label Traxx Stock Products module is especially important. With the help of Label Traxx, Nev's Ink has implemented a bar coding system which helps employees find the exact location of any finished product quickly and accurately. This allows stock items to be shipped out the same day as they are ordered, or within 24 hours if ordered late in the day; while custom orders are shipped an average of 3.5 days after the order is entered.

Customers of Nev's Ink are also able to use Label Traxx. The E-Traxx module enables customers to quickly check their own order status on-line. Nevermann, who does a sizeable credit card business, is encouraging Tailored Solutions to expand E-Traxx capabilities to include shopping carts, seamless ordering,

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and packing slips that are printed out automatically once customers enter an order on-line. As part of his constant efforts to improve operations, Nevermann is now in the process of entering every piece of artwork into the Label Traxx system. "The idea," he says, "is to eventually enable both the customer service representative and the customer to view the same image, so that any modifications can be made quickly and accurately."

Customer retention is one of Nevermann's key issues, and he estimates that 98% of Nev's Ink customers are repeat customers. Due to

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the efficiencies realized in the company operations and their use of Label Traxx, Nev's Ink is able to pass significant cost savings along to customers. When discussing his operation, Nevermann stated, "Our Label Traxx system is extremely reliable and has not crashed since it was installed. Label Traxx is very flexible and is becoming more flexible with each new version. The system is affordable, and the software support is excellent. Label Traxx is as powerful as any mainframe system, and is just as fast."



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