



INFORMATION SYSTEMS

A Reynolds and Reynolds Company

# CASE STUDY

## *The Power Behind Profitability*

### **CRC Helps Bring Massive Sales Increases and Cost Savings To Arizona Label Company**

Impressive Labels is a privately owned corporation located in the foothills of southeastern Arizona. This ISO 9002-registered facility with annual sales approaching \$17 million manufactures high-impact pressure sensitive labels that create, reinforce, and capitalize on brand recognition. The vision set forth by Doug Riley, Owner/CEO of Impressive Labels, is progressing with the trends of customers and how these trends will impact the appearance and performance of their products.

Impressive Labels implemented CRC in 1990 after reviewing and comparing other business management systems, such as Hagen and Logic. "We selected CRC over Hagen and Logic because CRC was willing to do customization," said Cord Clonts, I.S. Manager. CRC's philosophy to change the product to fit the client rather than having the client change to fit the product won them over. Before purchasing CRC software, Impressive Labels performed all daily activities manually. According to Diane Cocke, Senior Accountant, Impressive Labels had one computer in the entire plant, and all invoices and checks were hand written. Although a truly integrated software system was not in place, Impressive Labels had formed manual systems and developed reports that they hoped could be included in and automated by CRC. This made CRC's willingness to do customization even more attractive.

Since implementing CRC, Impressive Labels' annual sales have increased over 500%. The return on investment CRC provided was realized immediately. "We are saving \$20,000 or more a month, \$300,000 annually, by using CRC," according to Tom Berg, Corporate Secretary and Treasurer. "The time savings received in just accessing our data are tremendous."

CRC also helped spread technology and savings throughout the shop floor. "We have machine monitoring data collection units hooked up to 21 presses and die cutters calculating and tracking paper usage and waste. The amount of money we have saved and the information gained are immeasurable," says Cord Clonts. "Also, CRC allows us to easily maintain and track \$450,000 worth of inventory comprised of over 450 different stocks in 28 different slit widths."

With the help of CRC, Impressive Labels' ten estimators/CSRs are able to generate over 800 estimates weekly. Their order entry person enters over 80 orders per day. The speed, accuracy, stability, and savings provided by CRC have helped Impressive Labels achieve the sales and efficiency levels that they are at today. Tom Berg believes it is only the beginning of what is to come. "CRC's open database structure is a brand new source of savings for us. We are having a lot of fun accessing the data and generating all types of reports on our own."

Impressive Labels has maximized their revenue and minimized their costs by allowing CRC to automate many of their largest time consuming activities and by taking advantage of the technological capabilities provided by the software. CRC has allowed Impressive Labels to focus their employees' attention towards developing new, cutting edge label manufacturing processes, further strengthening their position as the market leader.

# 500%

## **Annual Sales Increase Since Adding CRC**

**"The amount of money we have saved and the information gained are immeasurable."**

*Cord Clonts  
I.S. Manager  
Impressive Labels*

**To See How CRC Information Systems Can Help Power Your Profitability**

**Call:  
1.877.7.GET.CRC**

**WebSite:  
[www.CRCinfosys.com](http://www.CRCinfosys.com)**