



INFORMATION SYSTEMS

A Reynolds and Reynolds Company

CASE STUDY

The Power Behind Profitability

CRC Streamlines Textile Screenprinter Allowing For Increased Sales and Profitability

FiberLok is primarily focused on producing softly textured precision-printed custom fiber graphics. The 110-employee textile screenprinter is the exclusive American Licensee authorized to manufacture Lextra, which is used as an embellishment for textile products to a prestigious client list that includes Nike, UPS, Dodge, and Hanes.

FiberLok implemented CRC in August of 2001, changing from another software package. "Previously, we were entering data in multiple systems that were not integrated. We had different platforms for accounting, job costing, scheduling, estimating, and customer tracking. This meant we had to reenter data numerous times, ultimately hindering our growth and our customer service," stated FiberLok's Chief Financial Officer, Alan Ziglin.

Immediately, FiberLok realized the benefits of CRC's fully-integrated business management system by standardizing their operations. "Our customer service improved because we were able to access our data faster and in real time, while reducing the time spent on processing orders and invoices. The speed at which information is accessible has truly been the most important improvement to our business. Data flows seamlessly and logically from order entry to shipping and invoicing," explained Ziglin.

Since implementing CRC, FiberLok has utilized the inherent benefits of the software and can easily see the savings in both time and money. "We have saved over \$30,000 annually, and saved countless hours in areas such as order processing, scheduling, accounting, and shop floor data collection." CRC produced immediate results helping FiberLok realize a substantial return on their investment. More importantly, as costs have decreased sales have increased by 15% since FiberLok has implemented CRC.

"The financial reporting capabilities of CRC's software have absolutely improved our strategic decision making ability. Our job costs used to be recorded by having employees fill out sheets on the shop floor. However, since installing CRC our job cost reporting is more accurate and is available in real time. As a result we have been able to more effectively analyze our production costs and have adjusted our pricing accordingly."

FiberLok found a business management system to not only fit with their company but facilitate growth, and do so without adding administrative overhead. "We felt CRC was the overall best option for the company and it would continue to provide us with the functionality and growth into the foreseeable future."

15%

Increase in Sales Since Adding CRC

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*Alan Ziglin
Chief Financial Officer
FiberLok*

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

**Call:
1.877.7.GET.CRC**

**WebSite:
www.CRCinfosys.com**