



INFORMATION SYSTEMS

A Reynolds and Reynolds Company

# CASE STUDY

## The Power Behind Profitability

### A Wisconsin Label Company Hits its Target in a Very Competitive Marketplace

The Lauterbach Group, Inc., located in Waukesha, Wisconsin, has been producing labels and direct mail for over 30 years. Since 1985, the company has specialized in quality products such as custom labels, decals, coupons, and return address labels for manufacturers, charitable organizations, the food and beverage industry, and many more corporate entities.

In a time when the economy has been trying to find its footing, The Lauterbach Group is expanding and using its talents to continue to improve their business. By investing in their most valuable asset, the employees of the company, increased emphasis is placed on ways they can help improve operational efficiencies. In 2008, The Lauterbach Group was recognized by the Printing Industries of America (PIA) as one of the Best Places to Work in the Americas. Lauterbach also won many quality awards from the Printing Industries of Wisconsin (PIW), Tag and Label Manufacturers Institute (TLMI), and the Flexographic Technical Association (FTA). Their consistent success and steady growth led to their announcement to expand to a new production facility in Sussex, WI. This facility will be designated as a Silver Certified LEED building and will include the latest technology in power management, water recycling,

water drainage engineering and conservation.

A significant part of The Lauterbach Group's success is attributed to their focus on providing excellent sales, first class service, and attentive customer support. This strategy was enhanced when they purchased software developed by CRC Information Systems in 2004. CRC's comprehensive solution allows the company to track sales expansion and day-to-day sales activities much more effectively. The sales team's time to create estimates and deliver quotes decreased dramatically due to a powerful and easy to use template structure which one of the owners, Heath Lauterbach, created utilizing CRC's estimating tools. The efficiency gained by using CRC's software keeps The Lauterbach Group ahead of competitive time pressures.

Mr. Don Sobush, Process Improvement Manager for The Lauterbach Group, explains why they chose CRC: "We focus on continuous improvement in all areas of our business with the objective to be a lean organization throughout. We looked for software that could meet that requirement. There were many choices available but we selected the CRC solution. The two primary reasons for choosing CRC were that we felt they had long term goals that

# 45%

## Growth Over Four Years With CRC

**"CRC was there throughout our entire acquisition and implementation process helping us understand the current and long term capabilities their software would provide."**

*Don Sobush  
Process Improvement Manager  
The Lauterbach Group*

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

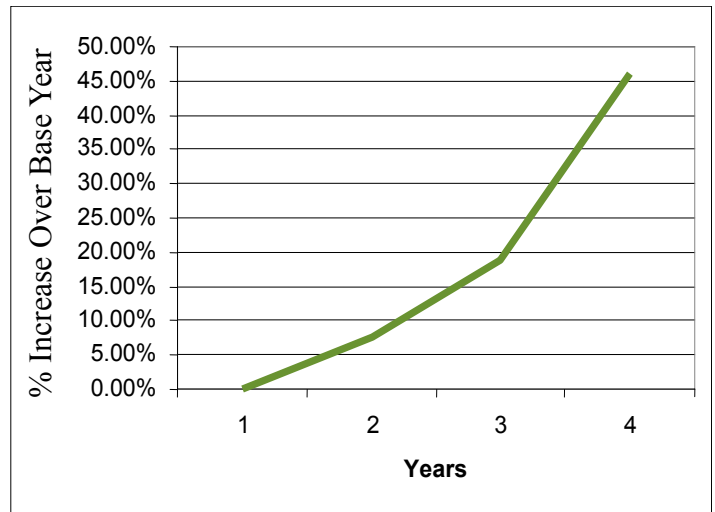
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matched ours and we needed an IT vendor that would continuously improve their capabilities as we improve ours. CRC was there throughout our entire acquisition and implementation process helping us understand the current and long term capabilities their software would provide. As far as future requirements, CRC is always reviewing more refined electronic processes that will improve performance of the software, making all of us at Lauterbach very comfortable. We look forward to a great ongoing relationship."

Since 2004, sales have increased more than 45% from the base year. One of the reasons is improved efficiencies through The Lauterbach Group's utilization of the scheduling capabilities within their CRC software. CRC's Production Scheduling software provides full visibility of jobs and provides confidence on how to best manage many of the intricate job details. This has led to improved customer relations by delivering work to customers on time, every time. Mr. Don Sobush states, "The faster the response to the customer the better customer service we offer over our competition."

The Lauterbach Group has made some strong inroads towards a lean organization with the help of CRC's software. An example of this is the manner in which their rotary die inventory is maintained within CRC's software. When the die is required for a job, the set-up staff can quickly locate the die based off the die location on the CRC job ticket, thereby

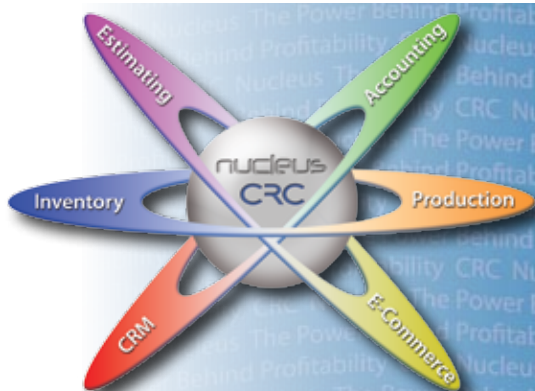


reducing time and costs to prepare resources for press production.

CRC software has also improved The Lauterbach Group's visibility of financial activity and their ability to identify any expenses that are falling out of line. Additionally, there are many other enhancements that Lauterbach is utilizing such as CRC's Executive Notification process; the Executive Notification process can provide specific e-mail notifications at every juncture of the production process. Executive Notification provides the staff the freedom to focus on their specific activities while the software works in tandem, delivering relevant communication of critical events.

The Lauterbach Group is focused on the little details and understands how the proper handling and summation of those details can lead to success. They partner with vendors that share their 21st century mind set. "If our vendor base is not using strong and current technologies today, then where will they be in 5 years?" asks Mr. Sobush. "That is another reason why we chose CRC. We believe that CRC will be a strong 21st century provider."

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**To See A Demonstration of How CRC Can Help Your Business Grow Contact Us At:**

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