



INFORMATION SYSTEMS

A Reynolds and Reynolds Company

CASE STUDY

The Power Behind Profitability

Adding CRC Enables Florida Screenprinting Company to Increase Sales and Productivity

Sun Screenprinting is located in Sarasota, Florida and has been involved in the commercial screen printing industry for more than 25 years. They specialize in point-of-purchase graphics, product markings, labels, and decals. "Sun Screenprinting prides itself on going beyond providing exceptional service and a quality product, and concentrates on the numbers as in any successful progressive business," said, General Manager of Sun Screenprinting, Greg Ewing. As the screen printing industry becomes more competitive, Sun's access to important information is even more critical to their success. "We recognized that CRC was the right step to ensure the future growth and profitability of Sun Screenprinting," commented Ewing.

"The largest motivation for our decision to purchase CRC was the strength and integration of data with accounting and the general ledger, coupled with the vast amount of information that we felt the software would provide back to us. It is now evident that we made the right choice," reported Ewing.

Sun's previous software package was not fully integrated. "It was very cumbersome to synchronize data, do monthly closings, and report pertinent information in a timely fashion. Now, every activity performed within the software is fully rooted into the general ledger. Data and reporting is as convenient as the keyboard on your desk. Monthly and yearly closings are much easier and faster," remarked Ewing.

CRC's detailed implementation plan ensured a seamless transition onto the software. "Training our employees on CRC was one of my biggest concerns. I am very pleased that the overall flow of procedures, in each area of our organization, was easier for employees to become familiar with and proficient in handling their daily job responsibilities," noted Ewing.

Additional benefits Sun Screenprinting found in using CRC:

- Reduced administrative overhead – less time required for invoicing, purchasing, job jackets, and other administrative tasks.
- Increased sales by 22% without adding any administrative personnel
- Improved control of accounts receivable and accounts payable
- Improved financial reporting and decision making
- Ease of monitoring sales figures, client activities, and trends
- Reduced inventory and improved management of materials and purchasing
- Boosted productivity by allowing estimators to generate as many as 60 estimates in a day
- Increased number of profitable jobs and increased overall profit margin due to better estimating standards
- Elimination of manual processes on the front and back ends
- Increased consistency in operations

22%

Increase in Sales Since Adding CRC

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*Greg Ewing
General Manager
Sun Screenprinting*

To See How CRC Information Systems Can Help Power Your Profitability

Call:
1.877.7.GET.CRC

WebSite:
www.CRCinfosys.com