



INFORMATION SYSTEMS

A Reynolds and Reynolds Company

# CASE STUDY

## The Power Behind Profitability

### CRC Enables 165 Year Old Packaging Company To Cut Costs and Increase Profitability

Zumbiel Packaging, located in Cincinnati, Ohio, has been privately owned and operated since their beginning in 1843. With two manufacturing plants and over 500 employees, they are one of the largest independent packaging companies in the country. They attribute their success to adhering to a single management philosophy: stay focused on customers' needs; stick with what works for them; change what does not.

In 1994 Zumbiel Packaging realized the need to bring in a new business management software system to replace their homegrown system. "We had two primary objectives when reviewing alternatives," explained Vicky Schneider, Vice President of Information Technology. "First, we definitely needed to get on a dependable hardware platform. Second, we felt it was time for a fully integrated system." After spending a year reviewing their options, they decided to purchase CRC.

"CRC's willingness to customize their software to fit our needs and the power of their functionality and integration set CRC apart from the others. We, at Zumbiel, feel that we are unique and that nothing out of a box will ever work for us. CRC's own philosophy that their product and service should conform to the user rather than the user to the product and service was very similar to our own philosophy. Based on these reasons we selected CRC," explained Schneider.

Since implementing CRC, Zumbiel Packaging has increased sales by approximately 25 percent. Zumbiel Packaging has also become ISO certified which is a growing requirement of many of their largest customers and would not have been feasible with their old system. "With CRC we have been able to safeguard our roll stock, finished goods inventory, and WIP. We are also able to provide management with the performance reports they want."

CRC has also proven to be a tremendous source of savings for Zumbiel Packaging. "CRC has helped us realize a 15 percent reduction in inventory costs by establishing better inventory control of the reorder point. Before CRC we were constantly creating inventory we did not need and other times did not have enough inventory on hand," according to Schneider. CRC has also decreased the amount of spoilage produced. "We had no way of measuring our spoilage. After implementing CRC we were able to determine our spoilage percent and hold specific departments accountable for reducing their spoilage levels."

CRC has also been instrumental in reducing delinquent accounts receivable for Zumbiel Packaging. "The speed at which data flows throughout CRC and overall system integration have improved the timeliness of our collection efforts. We are now able to invoice jobs more quickly and collect money more easily. Our accounts receivable balance has decreased 30 percent and the average amount of days outstanding has decreased 35 days on open AR balances."

Most importantly CRC has provided Zumbiel Packaging with the means to continue to grow and prosper without sacrificing their "small company, customer first" philosophy. Zumbiel Packaging has found that by adding a fully integrated management system to their unique processes, it has complemented their existing structure and created a formula for future success unmatched in their industry.

# 25%

## Increase In Sales Since Adding CRC

**"...the power of their functionality and integration set CRC apart from the others."**

*Vicky Schneider  
VP of Information Technology  
Zumbiel Packaging*

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)