



## THE BENEFITS OF USING LABEL TRAXX PRESTIGE LABEL

**B**urgaw, North Carolina, is, at one level, a place of contrasts. On the one hand, Burgaw is the quintessential southern town. The sleepy county seat of Pender County, Burgaw boasts the courthouse square, trees with Spanish moss, and the war memorial monument that one would expect. But a mile or so south of this seat of tradition, in a sparkling new industrial park, lies a seeming anomaly. Prestige Label, an ultramodern manufacturer of prime labels for the automotive, food, textile, and pharmaceutical markets, uses its Burgaw base to provide the label market with the benefits of the latest in technology. With Mark Andy, Nilpeter, and HP Indigo presses, Prestige Label offers customers both high-definition flexographic and digitally printed pressure-sensitive labels, as well as shrink and stretch sleeve labels, wraparound roll labels, hangtags, and an array of services including prototyping and graphic design.

Privately-owned Prestige Label was purchased by Central Financial Group of Brooklyn, New York, in 1996. Since then, Prestige Label, overseen by its president, Elisha Tropper, has invested heavily in

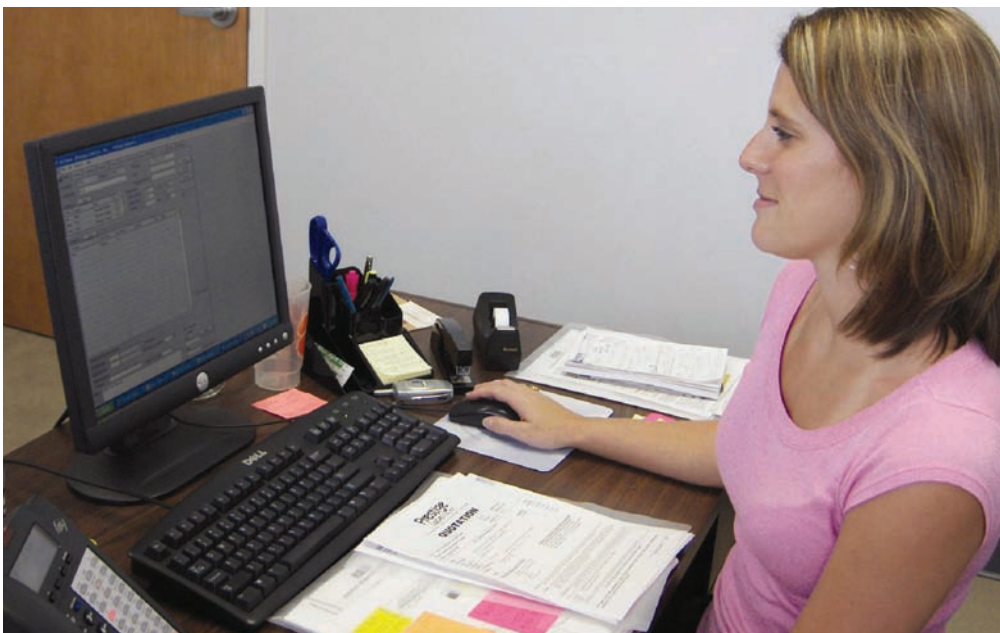


### *The HP Indigo® press at Prestige Label*

both equipment and talented personnel to produce higher quality products, improve efficiency, and become more responsive to customer demands. In the last three years alone, sales and the number of employees have doubled.

Back when the company was acquired, orders were entered manually, and detailed cost analysis was simply not available. Then, Prestige installed Label Traxx, a print business management system by Tailored Solutions of Milwaukee,

Wisconsin. Today, every one of the 45 Prestige Label employees has access to a keyboard. The company has a mixed computer environment, with both Macs and PCs. Five production terminals are used for data collection, with additional terminals strategically located throughout the two-building complex. Tim Keegan, Prestige Label's Vice President of Plant Operations, sees lots of advantages to the system, saying "The Label Traxx estimating and inventory modules are excellent, as is the ability to generate electronic job tickets.



*Customer Service entering orders using Label Traxx™*

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*“ Perhaps the most encouraging aspect of Label Traxx from the standpoint of an IT manager is that Tailored Solutions listens to what customers want and need, and our concerns become a priority for them. The Tailored Solutions tech support is great, and easy to reach. And they give us honest answers. ”*

*— Paul Rogers, IT Manger*

With Label Traxx, our CSRs are able to do much of our estimating, although management still quotes all major opportunities.” But the feature of the system Keegan talks most about is the scheduling module: “It works wonderfully, so we no longer have to maintain a manual scheduling board. Anyone can look at the schedule from anywhere in the plant.”

Terie Syme, Prestige Label’s Operations Manager, has been with the company since 2002, and oversees graphic design, digital prepress, digital printing, and customer service. According to Syme, “Label Traxx is the backbone of the company. It enables different departments to communicate easily, and our corporate headquarters in New York can see what we are doing any time they want.” Talking about her customer service area, Syme noted that Prestige Label does not manufacture for stock—every single order is a custom order. This means that CSRs must enter every detail for every order, further enhancing the importance of Label Traxx. She also commented: “Balancing run lengths, the number of SKUs, and the complex graphics our customers want, means that CSRs need a software program that can handle lots of variables. Label Traxx does the job for us.”

The Prestige Label employees who installed, customized, and nurtured the Label Traxx system in its early days can be expected to be enthusiastic about their ‘baby,’ but IT Manager Paul Rogers, who



**Computer data collection**

joined the company several years after it was in place, also praised the system. “Everyone across the company uses Label Traxx—an excellent sign when it comes to software,” said Rogers. “Perhaps the most encouraging aspect of Label Traxx from the standpoint of an IT manager is that Tailored Solutions listens to what customers want and need, and our concerns become a priority for them. The Tailored Solutions tech support is great, and easy to reach. And they give us honest answers.” Rogers added that the company is currently investigating the Label Traxx E-Traxx module, which will allow both customers and employees to access the system remotely.

Paul Rogers sums up his brief experience with Label Traxx: “Tailored Solutions is a small company that focuses on the needs of its customers and give us lots opportunity for input. The company does a lot of testing before customers see the software, whereas



some suppliers let clients test the system. As Prestige Label evolves, Label Traxx evolves with us. It is the next best thing to writing your own software. And in a niche industry like label printing, writing your own software is not always the most practical thing to do.”

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