

Leading office furniture manufacturer improves warehouse printing, cuts costs and improves image in the process.

## Company ships with Lexmark lasers and saves \$80,000 a year in paper alone

### The Organization

The customer is a leading international designer, manufacturer and marketer of office systems and related office furniture products, including desking systems, an architectural wall system, seating, storage and filing, and freestanding casegoods. It has offices throughout Canada, the United States, United Kingdom and Pacific Rim, and serves clients through a network of authorized dealers worldwide.

### The Challenge

When you ship as many packages as this office furniture giant ships – about one million a year – printing multi-page packing lists and commercial manifest forms in the warehouse is extremely mission critical.

Problem was, it used old dot matrix printers and two-part perforated forms that required separating, tearing off the ends, flipping and collating into sets. Not only was the process time-intensive, it required a full-time order preparation clerk (plus a part-timer) to get the job done. It was also expensive in other ways. For instance, due to the fact that the dot matrix units could not reproduce corporate logos, the company had to purchase, store and replenish up to 20 boxes of costly pre-printed forms each month.

Like many warehouses, the system worked that way for 15 years. “It was the cost of doing business,” the traffic manager says until he found out Lexmark lasers could print, collate and staple two-sided pages. “I had a hard time believing a printer could do that,” he recalls.

### The Solution

Based on forecasted paper savings alone, the company replaced its dot matrix printer pool with three high-speed Lexmark network lasers

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**"Lexmark helped us modernize our shipping department. We've increased our productivity by almost 10% and reduced our printing costs."**

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– one for its regular lead-time order desk; another for its small parts order desk and a third to replace an outdated laser in its adjacent truck load office and serve as backup.

Each printer features duplexers enabling two-sided printing and extra paper trays to print, collate and staple professional-looking, two-sided shipping forms on regular 8 ½" x 11" sheet stock, complete with the organization's corporate logo. “They're workhorses,” he says of the 50-page-per-minute printers. “It's like night and day.”



### The Results

The company estimates that the printers paid for themselves in six months, saving \$80,000 a year in paper – a figure which doesn't even take into account savings derived from supplies, service or the fact that the printer staff has since been redeployed into other areas of the warehouse. Plus, the warehouse prints more orders than ever (6,000 per month versus 5,500 when it switched to Lexmark). "As our business has generated eight to 10 per cent more orders our printers have supported our growth, he explains."

Being an ISO 9001 and ISO 14001-certified company focused both on quality and the environment, the company acknowledges the benefits of printing two-sided forms beyond cost savings. "It's a good story, the traffic manager says. "We're using fewer trees."

There's no denying the company's shipping forms have come a long way. Now they have a look and feel that's consistent with its design-savvy reputation. "If we can incorporate our corporate branding right into our shipping forms," he says, "it shows how committed to design we are."

Lexmark T644dtn

