

THE ENGINEER'S BRIEF

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TOO MANY PRINTING VENDORS?

How a Large OEM Saved Both Time and Money with a Complete Turnkey Solution

The Problem

Marconi Data Systems, a world-class manufacturer of high-end inkjet printing systems, was experiencing a major purchasing headache. Rising costs and growing inefficiencies associated with purchasing their product markings from numerous suppliers was becoming an increasing problem. In effect, they were spending a great deal of time working with many different vendors on such topics as design standards, material requirements, tolerances, and printing specifications. However, despite their best efforts, they continued to fight the battle of maintaining consistency in quality, materials, adhesion, color, and price. In addition to the Purchasing department spending a great deal of time on resolving such discrepancies, the company also realized that these inconsistencies could possibly jeopardize their high-quality image resulting in lost business and missed market opportunities.

The Solution

Knowing they needed to address this problem, Marconi contacted Visual Marking Systems, based in Twinsburg, Ohio; considered an expert in providing product identification solutions. Marconi knew VMS worked closely with Purchasing, as well as Marketing and Engineering to determine ideal product identification materials and cost-effective solutions. After sitting down with the key decision makers to learn more about the company's goals, VMS discovered that not only was Marconi seeking high quality and a fair price, but they also wanted to reduce unnecessary costs in the areas of design, materials, and printing. In addition to



targeting these areas, VMS also determined several other areas where costs could be reduced, including new product development and inventory control. VMS designed a comprehensive program for Marconi that specifically addressed their needs and provided several *additional* added-value components, such as a color library for quality assurance, new product development assistance, and an inventory management program.

The Result

Purchasing was extremely happy to simplify their process, reduce costs, and ultimately become more efficient as a department. This comprehensive value-added program also allowed the company to meet their goals of maintaining consistent high quality and service, while reducing unnecessary costs. Encouraged by this complete turnkey solution, Marconi Data Systems formed a strong and productive alliance with VMS, establishing them as a primary product identification vendor they could trust and grow with in the years to come.

VMS Corporation is a leading manufacturer of pressure sensitive markings including Overlays, Decals, Nameplates and Labels. If you wish to learn more about designing state-of-the-art product identification in a timely and cost effective manner, VMS offers a:

**FREE AUDIO CASSETTE:
"5 Keys to Superior Product
Identification"**

To receive your copy, contact us via:

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