

Metrix Brings New Efficiencies  
to **MidAtlantic Printers'**  
**PrintReady Workflow**

MIDATLANTIC PRINTERS HAS SPENT 100 YEARS BUILDING A REPUTATION OF EXCELLENCE BY PRODUCING HIGH-QUALITY PRINT WORK AND MAINTAINING EXCEPTIONAL CUSTOMER SERVICE. WHILE THEY HAVE A LONG HISTORY IN THE PRINTING BUSINESS, THE COMPANY CONTINUALLY LOOKS TO THE FUTURE FOR NEW AND BETTER WAYS TO SERVE THE EVER-CHANGING NEEDS OF THEIR CLIENTS IN WASHINGTON, D.C. VIRGINIA AND NORTH CAROLINA.

When Todd Shelhorse, Systems Administrator for MidAtlantic Printers, learned about LithoTechnics Metrix, he immediately saw the potential for his company to gain significant benefits in streamlining their processes of estimating, planning, prepress and production.

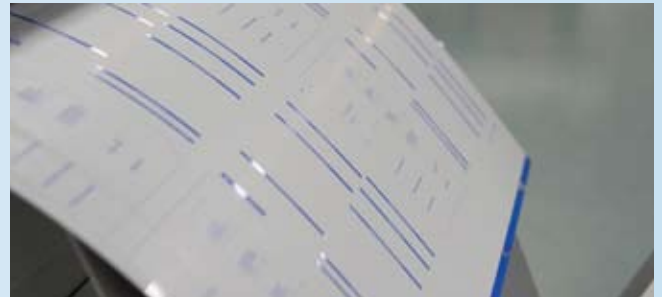
“With Metrix, we reduced the time required to plan and impose simple jobs by 50%, and for complex jobs, we reduced the time by as much as 75%.”

TODD SHELHORSE  
SYSTEMS ADMINISTRATOR  
MIDATLANTIC PRINTERS

## The Vision

# 1

With constant pressures for rapid job turn-around and cost containment, Todd Shelhorse sought to bring new efficiencies to the company's planning and prepress workflow.



Todd Shelhorse has a 25-year history with MidAtlantic Printers, and in that time has become the company's expert in prepress, workflow and MIS. He examined the inefficiency and errors that were inherent in the company's planning and prepress workflow, and knew there had to be a better way to work.

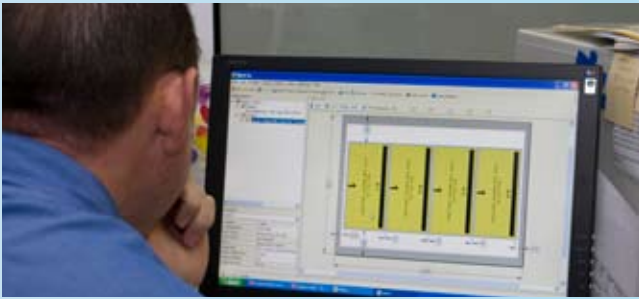
As the company started printing more “gang run” work and large books – up to 600-pages – they ran into problems with the SignaStation, which was difficult and confusing to use. The planning and prepress teams were also duplicating efforts, as the SignaStation was used at the prepress stage, when the planning team had already created a “digital paper and pencil” job plan using manual calculations.

“I like to do things the correct way. Planning on a piece of paper is not the correct way,” says Shelhorse. “From the moment I started talking about the purchase of Metrix, the prepress team loved the idea since they wouldn't have to build templates any more.”

## The Implementation

# 2

After eight hours of using Metrix over the course of a week, the MidAtlantic team was using the new software on all jobs, from simple jobs to complex signature runs, with immediate savings.



## The Impact

# 3

Metrix software helps MidAtlantic Printers provide its customers the best quality products for the best price – a key advantage in today's competitive landscape.



MidAtlantic will often gang an order that includes multiple pieces of different sizes and quantities. With the company's previous planning method, finding the most efficient layout was an arduous and error-prone process. With Metrix automated software, planners can very quickly see various scenarios for a job layout, evaluate them, and select the most efficient. **"Metrix just walks you through the process, asks you all the right questions, and is very intuitive,"** says Todd Shelhorse. This alone is a great advance, reports Shelhorse, but then the team gains even greater value from Metrix because the job details that are handed over to prepress and production are far more clear, detailed, and easier to understand. Metrix not only helps employees reduce errors and the time required to complete every project, it also provides them a tool to do a better job, which is highly satisfying for the MidAtlantic team. Providing innovative solutions that make the workday more rewarding is key to attracting and maintaining the best workforce, and can be a crucial element of a company's success. Shelhorse reports, **"They loved it from day one."**

From the start, Metrix integrated perfectly into MidAtlantic's Heidelberg PrintReady workflow. **"We tested sending JDF from Metrix to PrintReady before we purchased the software, so we knew it would be a working solution,"** reports Shelhorse. "Once we had Metrix on board, we installed it and built the mark sets, so all the guys needed was a quick walk-through of the software. I was the teacher, having spent 8 hours spread out over a week learning Metrix, and after their brief tutorial, the operators were able to run with it themselves."

MidAtlantic Printers has achieved the goals they set for their deployment of Metrix: more effective estimating, 50 to 75% time-savings per job, elimination of redundant efforts by planning and prepress, reduction of spoilage due to incorrect imposition, more efficient integration with their MIS and Heidelberg PrintReady workflow, and greater employee job satisfaction.

Todd Shelhorse believes that their customers also reap the benefits of working with Metrix noting, **"Metrix allows us to consistently find the best way – and the most cost-effective way – to produce a job. And our customers benefit from that. I believe that Metrix is a significant factor in helping us to survive and thrive in today's challenging economy."**

A final benefit of purchasing Metrix has been the experience of working with the LithoTechnics team. **"The LithoTechnics support team is very knowledgeable and always understands what I am trying to accomplish with the software,"** says Shelhorse. **"Our purchase and use of Metrix has been nothing but a good experience."**

Metrix has been nothing but a good experience





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