

# Keeping the Pulse on Print

How Merlin Printing achieved \$330,000 in additional annual revenue and 3.6 million more quality prints per year with real-time production analytics



# The Numbers Tell the Story

**\$330K**

## Additional Annual Revenue

Direct impact from operational improvements and waste reduction initiatives

**3.6M**

## More Quality Prints

Additional sellable output achieved through enhanced efficiency and reduced waste

**<3%**

## Waste Rate

Industry-leading waste levels maintained through real-time monitoring and immediate response

For Merlin Printing, a full-service commercial print provider on Long Island, these results represent five consecutive years of transformative success with SpencerMetrics CONNECT.

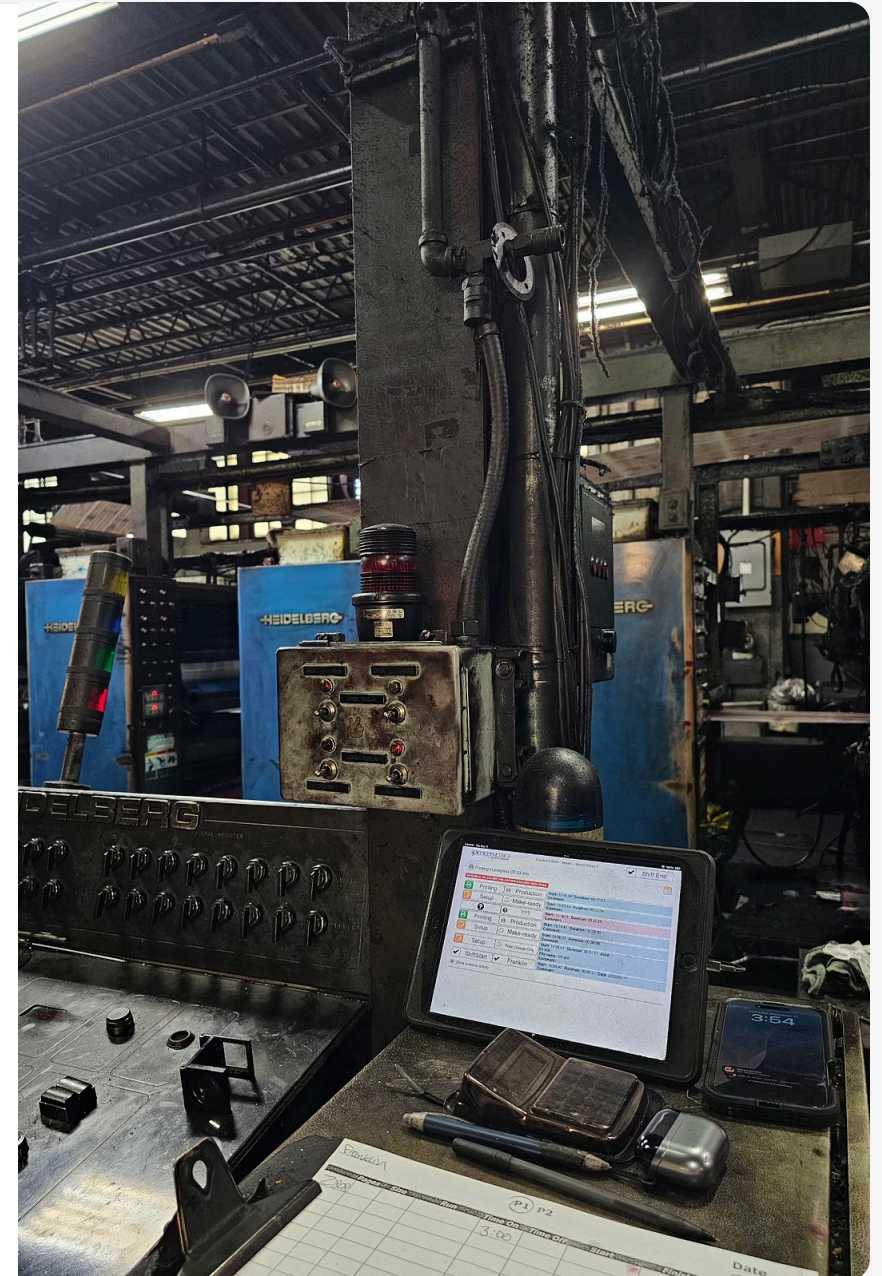


# The Modern Print Shop Challenge

## Legacy Excellence Meets Digital Demands

Merlin Printing faced a common industry challenge: modernizing 50+ years of production expertise without compromising operational integrity. Their proven Heidelberg web offset presses from the 1990s were industry gold standards but lacked native connectivity.

- Manual data collection and estimation processes
- Increasing job complexity and versioning demands
- Accelerating turnaround time requirements
- Growing volume with limited visibility



# The Search for Solutions

## Initial Vendor Trial

18 months of testing a competing solution that failed to deliver usable data or meaningful insights

## System Requirements

Needed seamless digitization, systematic waste reduction, and real-time visibility for smart decision-making

## Strategic Decision

Made the critical choice to implement SpencerMetrics CONNECT with AUTOMATER for comprehensive production analytics



# Immediate Transformation

SpencerMetrics CONNECT delivered unprecedented operational transparency through strategically placed 50-inch monitors, providing instant feedback and keeping teams aligned around shared performance goals.

## Real-Time Visibility

Live production data displayed throughout the facility, enabling immediate response to performance variations

## Team Alignment

Shared performance metrics created unified focus on efficiency and quality across all shifts

## Instant Feedback

Operators gained immediate insight into their performance, enabling continuous improvement



# 5 Years of Measurable Results Across Every Metric

**2.5%+**

## Make-Ready Time Reduction

Significant improvement in setup efficiency through better process visibility

**3%+**

## Print Time Utilization

Substantial boost in productive press time, maximizing equipment value

**2.5%+**

## Sellable Output Growth

Higher volume of quality prints directly translated to increased revenue.

**3.6M+**

## Additional Good Prints

Annually, boosting overall production capacity and profitability.

**\$330K+**

## Additional Annual Revenue

Direct financial impact from optimized operations and reduced waste.

**These small but mighty improvements represented fundamental operational enhancements that strengthened Merlin's competitive position and long-term profitability in a demanding market.**



# Five Years of Sustained Success

## Evolution Through Adaptation

Today, Merlin continues relying on SpencerMetrics CONNECT as a cornerstone of daily operations. The system has evolved from establishing new operational rhythms to emphasizing trend monitoring and rapid issue resolution.

"If I see something that goes out of whack, I jump on it immediately. Waste is usually under 3%. If it ticks up to four, I know something has happened."

— *Steven Vid, President, Merlin Printing*

# Navigating Industry Transformation



## Traditional Foundation

High-volume newspaper inserts and flyers with versioned runs exceeding 60,000 pieces



## Market Evolution

Shift to smaller quantities of 500-1,000 flyers for in-store use as advertising models changed



## Operational Adaptation

Increased digital print volumes and streamlined four-day schedule with diversified equipment

Despite fundamental changes in operational rhythm, CONNECT's value has not diminished. The system now extends to Canon digital presses, automatically capturing comprehensive production data.

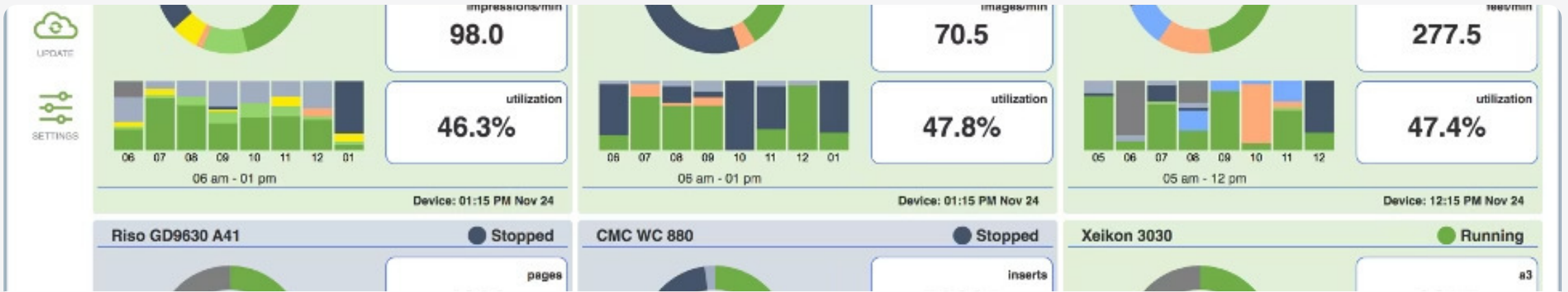


# The Power of Preparation

"The moment something goes sideways, that's when you're glad it's there. Without it, you'd be blind."

— Steven Vid on the value of real-time production data





# Mastering Complex Versioning

## Complexity as the New Standard

Versioning isn't specialty work—it's standard expectation. Whether producing 15,000 grocery flyers for Store A and 20,000 for Store B, or tracking variations across dozens of SKUs, complexity defines daily production.

- Performance analysis by job version and operator
- Precise make-ready time and waste pattern tracking
- Granular labor input documentation
- Demonstrable cost justification for clients

# From Estimation to Precision

## Before: Estimation-Based Pricing

Job costs relied on experience and approximation, creating uncertainty in profitability and client discussions

## After: Data-Driven Accuracy

Exact production requirements for each version enable precise pricing and strengthen client trust through cost transparency

"We used to estimate job cost differences. Now we can show exactly what each version requires to produce, and explain why."

— Steven Vid

# Strategic Decision-Making Power



## Benchmark Performance

Compare production teams objectively, identifying top performers and improvement opportunities across shifts and operators



## Identify Waste Patterns

Systematic analysis reveals hidden inefficiencies, transforming problem areas into competitive advantages



## Validate Job Costs

Unprecedented accuracy in versioned job costing enables confident pricing and profitable growth strategies





# Operational Accountability

## Objective Performance Management

Data-driven accountability replaced subjective observation, creating clear training pathways and performance standards. In today's leaner operations, precision matters more than ever.

"We're not a shop of thirty employees. So when something's off, everyone knows it. But the data gives me the facts to support decisions and improvements."

— Steven Vid

# Unquestionable Value

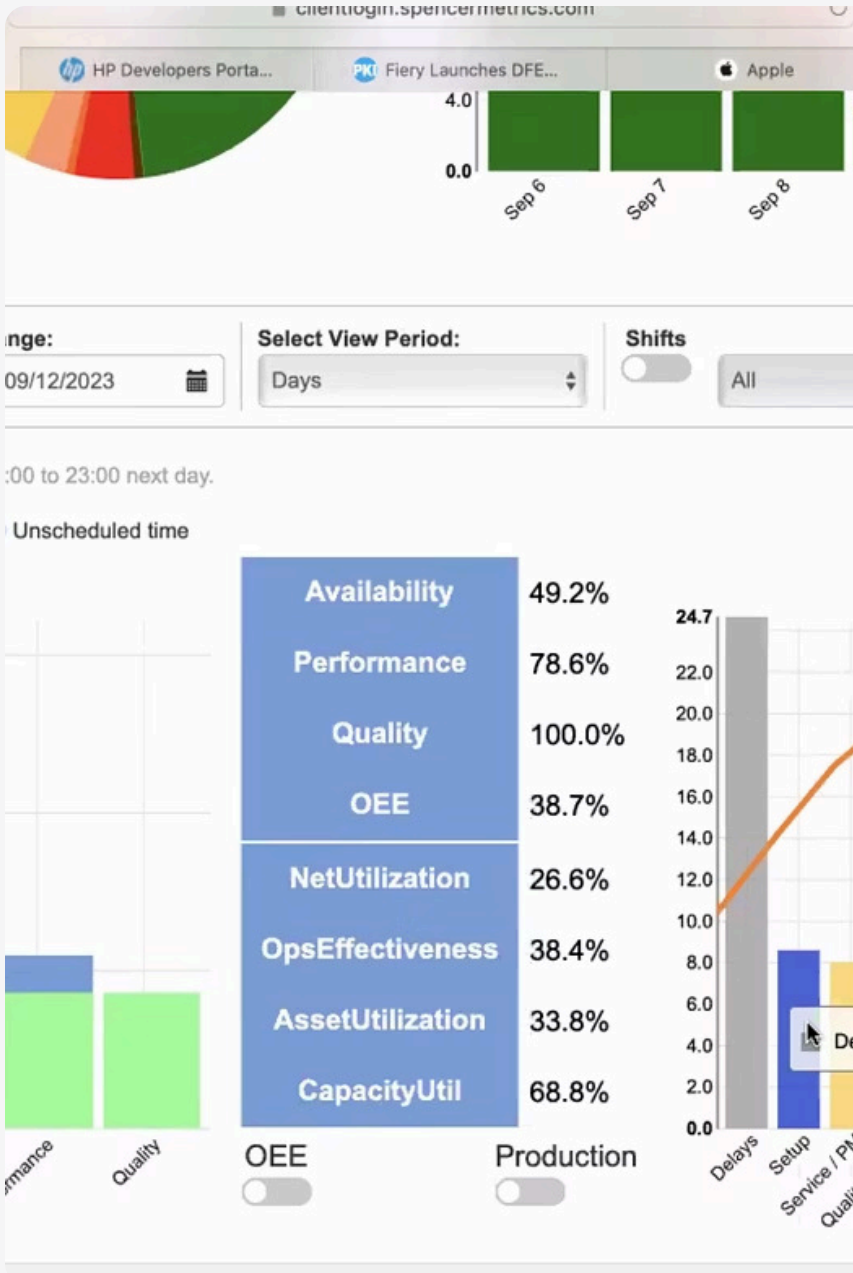
## Five years later: Still essential

"No question. It never stops providing important information. You may not need it every day, but when you do and you don't have it, you'll regret it."

— *Steven Vid on CONNECT's enduring value*

This endorsement reflects operational resilience in an industry of constant disruption—whether facing technological evolution, pandemic shifts, or changing customer demands, reliable data provides stability and confidence.





# Transform Your Print Operation

## Unlock Hidden Revenue

Discover profit opportunities through precise waste tracking and efficiency optimization across your production floor

## Make Smarter Decisions

Real-time analytics provide the operational intelligence needed to respond quickly to changing conditions

## Build Future Success

Vendor-neutral analytics create the foundation for sustainable growth regardless of market evolution

For print manufacturers ready to maximize profits through automated production analytics, **SpencerMetrics CONNECT** transforms good print shops into great ones.

Find out today how our solutions can help transform your business:



CONNECT<sup>®</sup>

LYNIK<sup>™</sup>

AUTOMATER<sup>™</sup>

Contact us today

Book a demo today