



# OPTIMUM EFFICIENCY

## Preventative Maintenance Keeps Things Running Smoothly

For many companies, the ability to run a successful business is reliant upon their equipment operating at optimal levels.

And while the price of a regular maintenance plan may initially feel like a costly investment, it is nowhere near as expensive as a major equipment breakdown resulting in the inability to continue with production or service.



“ A missed mail date is lost money, and black and white (printing) is a critical part of the process to our success.”

– David Fechter, Chief Operating Officer,  
The Shamrock Companies, Inc.



**LOCATION:** 24090 Detroit Road  
Westlake, OH 44145

**CLIENT BASE:** Financial Services, Retail,  
Education, Consumer  
Products, Telecommunications,  
Manufacturing, Automotive

**SERVICES:** Strategic marketing planning,  
creative design, print production,  
mobile marketing, broadcast media  
and data management

**WEB:** [shamrockcompanies.net](http://shamrockcompanies.net)

Luckily, some companies never really have to experience this since they are well-versed in the language of preventative maintenance.

The Shamrock Companies Inc. is a prime example.

The Ohio-based marketing firm has seven U.S. plants including one located in Dallas, TX, which handles the direct mail portion of its business. And in order to keep up with its competition, which uses laser printers, Shamrock leadership had to devise a plan to keep its IBM® Infoprint® 4000 printing systems running at an optimal levels without affecting its bottom line. This plan comprised transferring its service agreement to a multivendor equipment service model provider focused on customer satisfaction and success.

### Building a Foundation

Founded in 1982 as a business forms and print distribution company, Shamrock has since diversified its services to include employing a host of integrated marketing and

communications elements that work together to create relevant brand experiences. These elements include ideation, creative direction, multichannel marketing, advertising, direct marketing and website development.

With a national footprint that includes 15 sales offices and four fulfillment centers, Shamrock meets the needs of thousands of clients in industries ranging from financial services, retail, education, consumer products, telecommunications, manufacturing and automotive.

“We have a unique ability to build brands using fully-integrated marketing solutions,” Chief Operating Officer Dave Fechter said. “This allows us to serve a wide customer base and bring value to our clients above and beyond the products and services we offer.”

## The Challenge

Shamrock’s Dallas plant had to ensure that the quality of the materials it was printing matched that of the competition’s laser printers.

“The density of what we produced was key,” Project Manager Jennifer Morale said. “For example, the front of a piece had to match the back and we couldn’t have any spots.”

The plant currently has four units running up to eight hours a day. But Morale added that it changes from month-to-month depending on the client’s need.

“We kind of go on a roller coaster quarterly curve,” she said. “So at times, the machines are running for 12 hours. But we can always run the machines even longer if needed, due to the maintenance being performed on them.”

Morale added that the machines handle higher volume workloads at the beginning of the week and smaller ones towards the end, allowing some time in between for scheduled downtime.

“That’s when we typically run preventative maintenance on our machines,” she said.

## Developing a Strategy

Initially, Shamrock’s Dallas plant had a local business performing preventative maintenance on its IBM Infoprint 4000 printing systems. But that business wanted to focus on smaller machines and as a result, sold the service agreement to Bell and Howell.

“Luckily, the technician who worked on our machines was hired by Bell and Howell,” Morale said. “It really helped with

## KEY TAKEAWAYS



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Partnering with Bell and Howell has helped Shamrock’s Dallas plant manage to continue operating at optimal levels.

the seamless transition, but we have extended our agreement because of Bell and Howell’s price offering, flexibility and overall value.”

Bell and Howell’s multivendor equipment service model includes digital printers, laminators and wide-format printers. And unlike other manufacturer options, it provides 24/7 nationwide support. Also, with hundreds of technicians across North America, they can virtually reach any location within two hours.

## Trending Upward

Since partnering with Bell and Howell, Shamrock’s Dallas plant has managed to continue operating at optimal levels. Furthermore, the technician’s knowledge of their machines has helped Shamrock immensely in running a smooth operation, Morale added.

“If you ensure your machinery is regularly maintained, you can guarantee that it’s working at its optimum efficiency,” she said. “Also, we have noticed that customer service is a huge priority at Bell and Howell and it has been excellent.”

## Looking Ahead

The Shamrock Companies Dallas’ plant continues to manage high-volume, complex and time-sensitive materials and the IBM Infoprint 4000 printing systems are integral in keeping it up and running.

“A missed mail date is lost money,” Fechter said. “And black and white (printing) is a critical part of the process to our success.”

To learn more about The Shamrock Companies, Inc. and its solutions, visit [shamrockcompanies.net](http://shamrockcompanies.net).

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