



Van Ausdall Planted New Print Solutions and Real Savings Grew for Beck's Hybrid.



When Beck's Hybrid faced the need to upgrade their print solutions for their seed tags, and they knew they wanted a local company with more knowledge and expertise than they were getting from their current vendor. They needed the innovation and expertise of Van Ausdall & Farrar to bring new solutions that work.



OBJECTIVE

Provide the knowledge and expertise to bring a print center in-house to control quality, timelines and cost.



STRATEGY

Upgraded equipment across the company and created an in-house print center that offered more on demand options.



RESULTS

Beck's saved more than 15% over previous program and now has total control over timeline and costs.



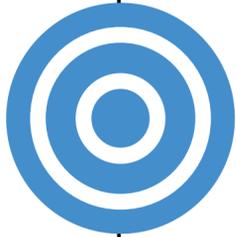
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Name, Title
Beck's Hybrid



THE COMPANY

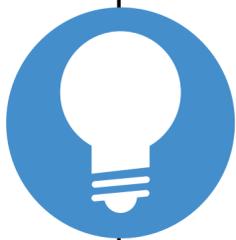
Beck's Hybrid is an Indiana-based, family owned seed business growing at a rate of 15-25% year over year. They liked to work with other Indiana owned businesses and were in need of a technology upgrade to their print equipment and processes. They believed they were being overcharged for their current situation and needed a new partner. Van Ausdall & Farrar was just the company they were looking for.



THE OBJECTIVE

Beck's Hybrids was looking to upgrade and scale their print technology. At the time, they were supported directly by the equipment manufacturer, and communication and service was not consistent. They grew concerned the previous vendor could not meet their expanding needs, including printing, and managing new seed tags required for their product line.

Beck's thought they may do better by bringing it all in-house, but to do so, the changes must demonstrate a defined ROI and quicker turnaround on print orders throughout the company.



THE STRATEGY

Through their Technology Strength Assessment process, Van Ausdall & Farrar recognized multiple opportunities to bring a streamlined, in-house solution that maintained print quality and was much more affordable than their previous vendor.

Van Ausdall built a complete in-house print center where they can produce their custom seed tags and meet new federal guidelines. This would improve controls and turnaround time while saving money.



THE RESULTS

Beck's Hybrid was able to show a 15% cost savings over their previous solution while reducing print turnaround times and adding controls to the process.

Van Ausdall's Technology Strength Assessment has identified additional areas for process automation and software to help them scale their production as they grow. Beck's was so excited about the work Van Ausdall did, they recorded a testimonial video and published it on their YouTube page.

Want to learn more about how Van Ausdall's solutions can innovate your business? Let's talk! **Contact us today at (317)974-5548**