



Van Ausdall planted new print solutions and grew real savings for Beck's Hybrid.



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



OBJECTIVE

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



STRATEGY

Upgrade equipment across the company and create an in-house print center that offers more on-demand options.



RESULTS

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

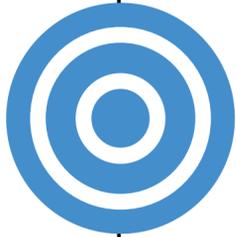
Want to learn more about how Van Ausdall's solutions can innovate your business? Let's talk! **Contact us today at (317)974-5548**





THE COMPANY

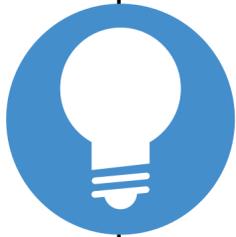
Beck's Hybrid is an Indiana-based, family owned seed business that is growing at a rate of 15-25% year over year. They place a priority on partnerships with other Indiana-owned businesses and were in need of a technology upgrade to their print equipment and processes. Their current vendor was overcharging for their printing needs and, they were in the market for a new partner. Van Ausdall & Farrar was just the company they were looking for.



THE OBJECTIVE

Beck's Hybrids needed to upgrade and scale their print technology. Before meeting with Van Ausdall & Farrar, they were supported directly by the equipment manufacturer, and as a result, communication and service was not consistent. Beck's grew concerned when the previous vendor could not meet their expanding needs, including print and print management of their new seed tags designs required for their product line.

Beck's thought the best strategy was to bring all their printing in-house. But in order to do so, they needed to know that the changes would demonstrate a defined ROI - which meant a 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 not only maintained print quality, but also was much more affordable than the previous solution.

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



THE RESULTS

Beck's Hybrid's partnership with Van Ausdall & Farrar created more savings and better print turnaround times for their company. In summary:

- 1) Beck's was able to show a **15% cost savings** over their previous solution
- 2) Van Ausdall & Farrar reduced print turnaround times and added controls to the process.

Van Ausdall's Technology Strength Assessment has also identified additional areas for process automation and software that allows Beck's to scale their production as they grow. Beck's was so satisfied with Van Ausdall's work, they recorded a testimonial video and published it on their YouTube page.

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