CUSTOMER SOLUTIONS

FORMS MANAGEMENT: Making penguins jump for joy and saving money too

Printing more than 25,000 3-part forms a year is a daunting task for any company. Try doing it on a dot matrix printer, coordinating forms from two branch locations, ordering the forms up front while not knowing how many may go to waste at the end of the year, and, putting a special penguin logo on this huge quantity of forms, but just during your company's 10th anniversary year. Could there be a better solution?

Luckily for Party Perfect, there was. The special events equipment rental company serving customers in Richmond and Virginia Beach looked to Cobb Technologies to solve its forms issues with efficient, cost-effective alternatives.

Cobb's professional imaging consultants analyzed Party Perfect's specific needs, document workflow, equipment status and costs associated with the company's current forms procedure. For example, Cobb experts discovered that Party Perfect was spending approximately $.07 for each form it generated. That's more than $1700 a year just to print forms. Not to mention the employee time involved in ordering and setting up the 3-part forms for printing, manually inserting custom information when needed, extensive storage space, and the extra effort to print, copy and fax the forms from separate machines.

COBB'S SOLUTION: Install multifunctional machines equipped with Kyocera's forms management software in each Party Perfect branch.

The Results

- **Cost savings on forms of 30% per year.**
- **Customized forms printed on plain paper versus expensive 3-part forms.**
- **Contracts are duplexed, saving even more time and paper costs.**
- **More professional-looking contracts.**
- **Appearance of company's special 10th anniversary logo on contracts throughout 2006, then return to regular corporate logo.**
- **"We have more capabilities, better equipment, flexibility in our forms design, and we're doing it for less money."** *Jeff Johnstone, president and owner of Party Perfect*

It's enough to make the company's penguin mascot jump for joy!