

# Duley Press



Duley Press in Mishawaka, IN

## McShane's opens the door for new service offerings at printing company

### • THE CHALLENGE

In 2005, McShane's purchased a fellow office equipment dealer, CDS Technologies, in Mishawaka, IN. McShane's has slowly begun to form relationships in this new geographic territory, and one of its first clients there was Duley Press.

Duley Press began as a small print shop in 1939, producing primarily letterhead and envelopes. It has since grown to be a leading commercial printing press in Indiana with clients all over the U.S. and projects ranging from letterhead to multi-page booklets and full color brochures.

When CDS Technologies changed hands to McShane's, Patty Villarreal, a McShane's Major Account Manager, saw an opportunity to help Duley Press with new technology.

"When I first went to Duley Press, they had an older machine that just wasn't as effective as their equipment needed to be," Patty said. "So, I encouraged them to replace that single machine with two large Canon imageRUNNERS – we were able to provide them with two high powered machines for less than what they had been paying for the one!"

However, soon Duley found themselves requiring more power to manage the high quantity of jobs coming through the door. Within a year, Duley Press was in need of faster equipment to handle a growing business.

### • THE SOLUTION

Because Duley Press chose the McShane's Three Year Optimum Program, they were able to consider upgrading to new technology before the end of the term.

So, Patty again stepped forward to provide Duley with two newer and faster Canon imageRUNNERS. These machines run 95 pages-per-minute, and Duley utilizes both as regular instruments in their daily business.

to offer more to its clients. In addition to providing advanced printing services, Duley can now offer extensive copying services to its customers.

"I never believed copiers could help our business," Judd Lowenhar, Chairman of Duley Press, said. "But McShane's showed us how, with the right equipment, we could add copying to our services, thus growing our company."

### • THE BENEFIT

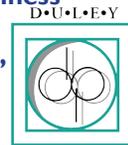
As a result of the relationship between Duley Press and McShane's, Duley has been able to increase its business capacity and offer its customers a new service. For example, one customer of Duley Press turned to Duley for printing jobs but took their copying business elsewhere until McShane's suggested and installed the Canon imageRUNNER devices. Now that same client has brought their copying business to Duley.

By expanding service offerings with the new Canon machines, production has increased, which means that service is of utmost importance to Duley Press.

Mr. Lowenhar put it simply when he said, "Before McShane's, we were used to having to call two or three times for someone to come service a machine. But now, we call McShane's for service, and we turn around to see Roy Hill [McShane's Service Technician] already walking through our door."

Aside from the advantages that the equipment brings to Duley Press, there is also something to be said for the working relationship between the people of Duley Press and the team at McShane's.

**"McShane's just has good people. They are knowledgeable about their products and their customers," Mr. Lowenhar said. "Our business relationship is great, but so is our personal relationship."**



P•R•E•S•S

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-Judd Lowenhar  
Chairman, Duley Press



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