



[AlphaGraphics of Franklin, Tennessee](#) is a 2018 Top 10 AlphaGraphics franchise and ranks #88 of Top 100 US Printers by [Printingnews.com](#). They provide printing services, marketing solutions, graphic design and custom business sign and banner production.

“This is a phenomenal machine! I see a rapid decrease in our production time. We are able to get some substantially large jobs out the door by the end of the month.” - Patrick Stroh, Plan Manager

“We were able to eliminate a ton of overtime – even considering a 2nd shift on specific jobs until we brought in the Rhino-Tuff solution. Now we are doing everything in 1 shift!” - Jim Bright, Owner & President

Compact Design & Labor Savings Key Factors in Purchase Decision

Executive Summary

Jim Bright, Owner and President of AlphaGraphics #630 in Franklin, TN is focused on customer service and his growing double-digit print revenues while maintaining his same 4800 sq. foot operation. Key factors in the purchase of new equipment include space and whether or not the solution will enable more productivity and customers while reducing costs. In two short months since installing the [Tornado Autopunch EX®](#), AlphaGraphics #630 has experienced an immediate return on investment. Their savings metrics include:

- ♥ Elimination of Overtime & 2nd Shift Runs for large punch and bind jobs
- ♥ 50% faster job turnaround time – improved customer service & month-end billings.
- ♥ Labor savings on 95% of jobs - hand-collation of index Tabs is now automated.



Challenges

AlphaGraphics #630 is a bustling print operation – Top 10 of nearly 250 locations - that is experiencing tremendous growth. One of their growth challenges is space. Bringing in new business requires updating technology, equipment and services while fitting within the current footprint. A 2nd key factor for this growing AlphaGraphics is how they can achieve more productivity while keeping costs in balance. The bulk of their punch and bind jobs require manual steps – hand-collating index tabs (95% of jobs), manual punching, book separation & binding. Most of their books are either Coil (80%) or Wire-bound (20%) and include several varying components:

- ♥ Clear Acetate Front Covers
- ♥ Black Vinyl Back Covers
- ♥ 110lb. Coated Covers
- ♥ Inside Content Pages – 70lb. Text
- ♥ Index Tabs – 4 to 15-Tabs per book; 5 Bank Copier Tabs

Prior to the Tornado Autopunch EX®, Patrick and his team would move large finishing job components to their conference room and have at least 2 operators working on the job until completion. The finishing process required a series of manual steps by trained operators. All of the index tabs were hand-collated into each booklet, as well as front and back covers. The documents were then hand-punched on a desktop punch, separated into books and bound. The conference room was unavailable for business meetings until the job was complete.

The Solution

Now, with the auto-collation and punching features on the [Tornado Autopunch EX®](#), every step is automated, reducing job turnaround time by an average of 50%. The jobs no longer need to be collated in a conference room freeing up space for other business meetings. The compact design of the EX fits within their existing space, can be wheeled to different areas and requires no special power outlet.

The Results

*“The machine has been great!” says Jim Bright.
“I wish I would have had it a long time ago – the ROI is definitely there!”*



Patrick Stroh, Plant Manager (left) with Masen Wilcox, Operator (right) with Rhin-O-Tuff Tornado Autopunch EX®.



For More Information

Please visit www.rhin-o-tuff.com or call us at 800-390-5782.

