



CHROMATIC INC., LITHOGRAPHERS: A Printing Company Becomes Tech Savvy

Chromatic Inc., Lithographers, a printing company, is writing an exciting new chapter for their business. Faced with dramatic shifts in their industry, the 30-year-old company took stock of their business and devised a plan that is helping them thrive in their rapidly changing corner of the marketplace. Since 1978, the medium-sized, family-owned commercial printing company has designed, printed, and bound a wide range of sheet-fed printing projects. The Glendale-based company has delivered everything from simple one-color letterhead to multi-paged full color catalogs. They also provide a variety of packaging and labeling for clients in the food industry, fashion, and medical fields.

Now they are transforming themselves into more of a multi-media marketing company, employing mobile technology and web tools that their customers demand while also targeting their sales more effectively.

“When the economy took a turn for the worse, we had to slim down,” said Mike Seigny, the company’s owner. In the last few years, many printers went out of business. “Now, we’ve changed ourselves from a printing company to more of a marketing company, which is opening up new markets and helping us grow.”

An enthusiastic steward of the family business, Seigny knew the key to continued success of the company was to thoroughly assess its sales efforts and modernize its marketing practices. So they partnered with California Manufacturing Technology Consulting® (CMTC) to make that happen.

CMTC surveyed 50 customers, conducted assessments of market, the company’s products



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and technologies as well as their sales force. Then they came up with a sales improvement plan. Armed with the data from customers as well as market analysis, Chromatic Lithographers saw opportunities for immediate results. For example, they organized the sales force more efficiently, based on which sales team member was more suited to selling certain type of products.

They also purchased a fast, new digital printing machine so their highly qualified pressmen and computer technicians would be even more nimble. Though in previous years they had to reduce staff, last year the company made two strategic hires. One of the new employees focuses on web-to-print operation while the other is coordinating a marketing push and gathering sophisticated data on sales. The company can now offer their clients even more avenues to reach customers: Print, websites, smart phone mobile technology and QR codes, a two-dimensional bar code used to identify a product and direct users to websites.

Seigny is excited about this relatively new avenue of their business: Applying this expertise

to assist Southern California real estate companies more effectively market their properties. Chromatic Lithographers has set up websites for realtors as well as smart phone home tours. They created a new magazine, Pocket Listings, which offers realtors a better way to communicate with the marketplace. With these techniques, Chromatic Lithographers can now target the correct audiences and present the appropriate properties. The company's leaders understood that, as a "traditional" printing business, they needed to be open to new technologies and methods. The old way of soliciting business would not yield the same rewards.

Sevigny believes that the work they have done in the past year has helped his printing company turn a page and become a leader in their corner of the market. "CMTC made us look hard at our future and what we need to do in order to survive," Sevigny said. "They made us tear things down and take a good look at what was going on."



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*Mike Sevigny,
Owner*

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