

AT REPACORP

The name tells the history of the company. Repacorp began as—you guessed it—a company which represented label manufacturers to a broad variety of businesses across the nation. The company traces its roots back to 1974, when Jim and Pat Adams, who previously worked for Avery Tape and Label, formed an independent sales company. A few years later, Rick Heinel became first an employee, then in 1988 a 50 percent owner of the company, at which time his brother, Tony Heinel, also joined the company. In 1990, Rick Heinel bought out Adams to gain sole ownership of Repacorp. By 1993, the label industry had begun to change. Frustrated with manufacturers who let their customers down or who could not provide accurate information about order status, the Heinls moved to make Repacorp a full-fledged label printer. Their first Repacorp press was a Markem 8400 thermal transfer printer, which was closely followed by three flexo presses. The business continued to grow, and in 1996 the company broke ground for a new 44,000 square foot building in an industrial park near Tipp City, Ohio.

In 2000 Repacorp acquired a flexo operation in Franklin, Wisconsin, and in 2002 added a screen printer in Phoenix, Arizona. In 2005, the company reopened a retired facility in Tipp City, Ohio, to focus on RFID manufacturing.



Estimating in Label Traxx

As a result of these acquisitions and organic growth, Repacorp now boasts annual sales well over \$22 million, produced on more than 20 presses, in self-sufficient plants reporting to the Repacorp Tipp City headquarters. The variety of products manufactured by Repacorp is truly amazing, as demonstrated by the company

website, www.repacorp.com. In addition to providing conventional prime labels, the company stocks more than 350 different stock label sizes and is also a source for both coded and uncoded RFID tags that are fully compliant with Wal-Mart and Department of Defense requirements. The company even offers a line of decorated ceiling panels on its direct-selling website, www.skyscapes.biz.

In less than 20 years, Repacorp has progressed from a small label producer to a major factor in the industry. Also in that period, the company has rapidly moved from thermal transfer printing to flexo, then to screen printing and RFID. So it was only natural that when digital printing came on the scene, Repacorp would be among the first to embrace yet another technology. In early 2008, Repacorp installed a digital press, and although some early technological difficulties were encountered with the new process, before the end of 2008 Repacorp had added a second. In 2009 the company converted one of their original digital presses to a wider width, and added



Tony Heinel, Executive Vice President

a proprietary die cutter to the mix. Says Tony Heinel, now the Repacorp Executive Vice President: “Digital printing offers us the opportunity to respond to customers’ demand for quick turnarounds and short runs with photo quality printing to satisfy virtually every label need. It is hard to imagine that we would add anything but digital capacity in the future.”

The complexity of the Repacorp business demands a computer system that

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can accommodate the various technologies employed in the several manufacturing sites, as well as satisfy the needs of distributor customers around the nation. Tony Heidl comments on the problem: “Early on, we spent a lot of money trying to develop and maintain a computer system which sought to emulate all our various production and order entry processes. But, of course, these had different origins and varying levels of sophistication. Then we installed Label Traxx, a label print business management software package sold by Tailored Solutions of Milwaukee, Wisconsin. After briefly trying to implement a different system because of multiple plants, we went back to our original plan. Label Traxx was developed by people who had actually worked in the label manufacturing business, we were able to put it in place easily and our people understood it from day one.” Heidl continues: “When we installed Label Traxx across the company, our customer service representatives, who had suffered with a system that had been originally developed for offset, were ecstatic.”

Unlike many label producers, Repacorp has several manufacturing locations, and these are vastly different. The manage-

ment team has worked closely with Label Traxx to find solutions that work for each location, while unifying group-wide data such as financials. “Still,” says Heidl, “Label Traxx is used in every plant. Our Phoenix plant uses a screen printing software package for its screen business and transfers financial information to our Ohio headquarters, but uses the Tipp City

system for flexo operations. Our Wisconsin plant has its own copy of Label Traxx which is used for estimates and manufacturing operations, but financial information is transferred manually to Tipp City. Our RFID plant uses Label Traxx to prepare estimates. Label

Traxx fully supports the digital presses we have at our headquarters site. Customers can log into the Label Traxx system directly and check on their order or stock status.”

Heidl’s commitment to Label Traxx has included working directly with Tailored Solutions to fully integrate his digital presses into the Label Traxx environment. He says: “Our digital equipment is a bit different than most, but we were able to work closely with the Label Traxx developers in Milwaukee to make our application effective. The integration was very straightforward and simple.”

Talking about how the software has affected his operations, Heidl commented: “I just can’t say enough good things about Label Traxx. The software accommodates virtually any need a manufacturer may have, and I would recommend it to anyone—even those with multiple facilities. The cost for the entire system was significantly lower

than that for our previous system, and ongoing maintenance costs are quite reasonable. The webinars offered by the company are very cost effective and efficient. Support is excellent, and the people are even fun to work with.”

With Label Traxx to monitor their day-to-day business, Rick and Tony Heidl have been able to devote the time required to diversify and participate in a



Tipp City Plant

broad segment of the label printing industry. While it is hard to know what the next label printing technology to emerge on the scene may be, it is easy to predict that Repacorp will adopt the technology as soon as it offers an opportunity for the Heidls to better serve their customers.



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