



## Client Story: Model Graphics

*Small companies like Model Graphics rarely have the time to dream. A few days with Eureka! Winning Ways® set them on a course to continuously seek out, explore, and implement new ideas.*

### Client Profile

Model Graphics is a pressure sensitive label printer with 41 employees located outside Cincinnati in Westchester, Ohio. With its new digital press, Model has more recently been able to focus on high end pressure sensitive labels as well as low volume, high-end flexible packaging.

Sales revenue of \$8 million this year is a 15% increase over last year, but the company was seeking ideas for new products and new uses for its digital press and flexographic print business, which provides unused capacity and opportunity for growth for the company. The Eureka! Winning Ways program gave Model the discipline and process they had lacked previously to develop ideas and take them forward.

### Ideas Pursued

The company elected to take two ideas into Discovery. The first—to produce wine bottle labels for small companies at a low cost—was abandoned after early research indicated that other companies were already servicing this market. The second idea—to produce labels for bags, cards, gifts, and other items used in weddings and other celebratory events—had more potential. For both, Model Graphics utilized the “fail fast, fail cheap” motto to explore their idea concepts at low cost and learn early and inexpensively whether an idea would result in sales.

### Results

Early sales successes of their event labels has lead Model Graphics to explore other related print opportunities, including peel-off photos for realtor promotional pieces. In addition, the company has gained confidence to move ahead with other ideas, including targeting companies who need help creating packaging and prototyping for new products in research and development. Typically this work

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when handled by large printers would be costly, but Model Graphics can produce these sales samples at a much lower rate. This new market has generated \$60,000 in new sales in the last six months and the company believes it can become a bigger segment of their overall business.

In addition to the actual sales generated and greater projections for the future, the company has realized that additional staff will be needed to run more shifts of digital press, and to provide in-house marketing strategy and outreach to create and market new ideas. They are staffing up now.

## Reaction to E!WW

Like many companies, Model Graphics brought a team to its first Eureka! Session that included both staff and customers. President/Owner Steve Fleissner discovered unexpected benefits from the participation of their customers in this meeting, "I as the owner heard our customer openly share ideas and challenges that may have otherwise taken us five years to gather information on."

The staff gained an understanding of the importance of generating new business. Flexible packaging and label specialist Aaron Kilgore said, "The Eureka! team will expand your ideas, then push them through a funnel so when you leave you have a clear purpose."

As a small company, Model faced some challenges moving their selected ideas through the Discovery phase. "Focusing staff on new ideas was tough when we got back to the office," reported Fleissner. "Our local growth coach (Bruce Vaillancourt from TechSolve), was really important to support our internal process and keep our staff on task when there are so many other distractions around."

## For More Information

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