



## Overview

Established in 1962, with facilities spread across Utah, Colorado and the Mountain States – Peczuh Printing has been offering a variety of print services for more than 60 years. Specialising in Commercial, Digital, Packaging & Wide format Printing, Peczuh prides itself on delivering experience, growth, artisanship and customer service to every job.

### The problem

Peczuh Printing has always prided itself on keeping up with market demand by investing in technology that keeps it one step ahead of the competition. The printer offers a range of services, from wide format to commercial offset print, to packaging carton manufacturing to digital services.

While the printer had already been using a web-to-print platform, Jay Harris, VP Technology, for Peczuh, says the software had its limitations.

“As far as being able to integrate and automate into our MIS solution it just didn’t have a strong API. So, we researched other options for web-to-print and decided on Infigo because they had a really nice API”, he says.

“They’d already started the conversation with our MIS vendor, Tharstern. So, a lot of the integration work was already underway. It made it a pretty clear and a much easier path for us to start developing and integrating those processes”.

“So we have Switch from Enfocus that we use as an intermediate software middleware, and then we have Fuji, Xmf as our workflow. Being able to take all those workflows and integrate and automate with Infigo just gave us a powerful solution to be able to accomplish that.”

### Changing customer demands

Jay says that in recent years there has been increasing demand for the “Amazon experience” in print. He says: “The demand for online services, being able to just order something online and have it delivered, has become more of a call from our customers. So, we tried to stay up with the times and build systems around those challenges that our customers are facing and tried to develop for them.

“So, our main objective is to make ordering product from Peczuh printing as easy as we possibly can with our customers. And then more importantly, cut out a lot of the steps in production from manually entering orders to just having everything fully integrated from websites all the way through to production.”



[www.peczuhprinting.com](http://www.peczuhprinting.com)

If you would like to find out more about how the Infigo web-to-print solution can benefit your business, get in touch with our sales team today

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