



## CASE STUDY: CREATIVE COMPUTING WEST

### SUMMARY:

**Company:** Creative Computing West (CC West), based in Austin, Texas, is a digital press serving advertising agencies and design firms in the Southwest U.S.

**Business Challenges:** For a major client, CC West wanted to cut shipping costs for hundreds of signs of various shapes and sizes, while decreasing damages during shipments.

**Solutions:** Vantix's expert services and state-of-the-art logistics technologies ensured signs were shipped with maximum efficiency and visibility.

**Impact:** CC West saved 75 percent on shipping costs and eliminated damages incurred during shipping.

“At first, we couldn't believe how much lower the rates were than the other shipping vendors. On top of that, the service was just outstanding.”

— James Diorio, Vice President of Operations, CC West

### PRINTING COMPANY DELIVERS SIGNS ON TIME AND UNDER BUDGET WITH VANTIX

**By choosing Vantix, CC West slashed shipping costs and eliminated damages.**

Founded in 1996, CC West is a full-service printing company, offering traditional offset, digital and wide-format printing for everything from business cards and billboards to building wraps.

### BUSINESS CHALLENGES

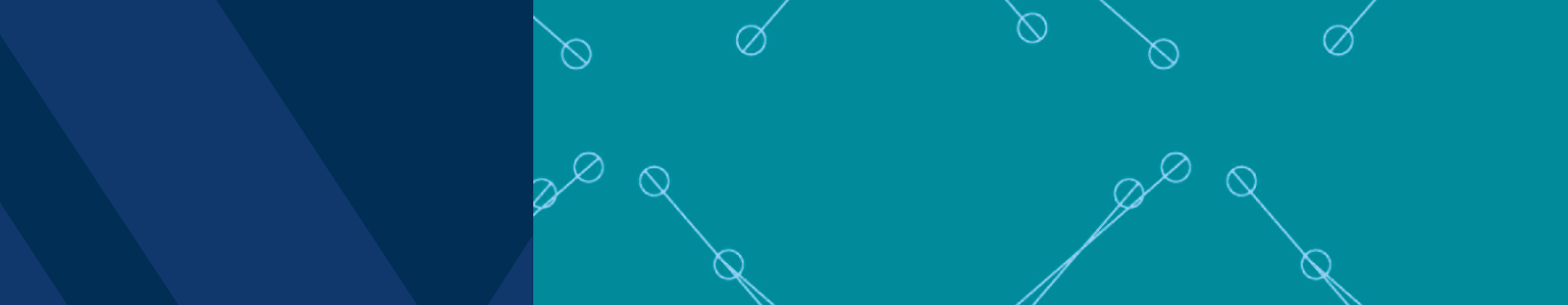
The Austin-based printer faced some big shipping challenges. One of their main clients, a major supply chain services company, wanted over 1,000 signs of all shapes and sizes shipped to dozens of locations across the nation. More than half were framed with glass. The larger pieces, up to 8-feet wide, were made of a PVC material that required special handling to prevent them from easily breaking.

“It was complicated,” said James Diorio, vice president of operations at CC West. “We had more than 20 unique shipments—all of them fragile—going to locations across the country. And it was for a very important client.”

### SOLUTION

After several attempts with other shipping vendors, which were too expensive and often arrived damaged, Vantix offered both lower costs and safer shipping methods.

“With other vendors, I felt like I was holding my breath until I heard that the shipments had arrived on time and without damage,” Diorio said. “We were having one or more of those issues almost every time.”



Vantix's experienced team immediately understood the complexities of the project. They used cutting-edge logistics software to plan the most efficient routing possible and leveraged the best possible carriers to combine loads and lower costs. Consultants from Vantix even showed CC West how to properly package the materials for shipping.

Every step of the way, Vantix provided arrival and departure information, so the printing company knew precisely where the signs were located. Vantix also only selected carriers with the highest safety records, ensuring the shipments arrived safely.

"After the first couple of shipments, I realized I was in good hands and that the signs would arrive when and where they were supposed to, as promised," Diorio said.

#### **IMPACT**

With Vantix, CC West saved 75 percent on shipping costs compared to other carriers and eliminated all damages incurred during shipping.

#### **CONCLUSION**

For CC West, Vantix proved to be a great asset and one they highly recommend. The printer looks forward to using Vantix for all their major shipping projects in the future.

"If you can find a resource that does this great of a job and for less money, you want to tell people about it," Diorio said. "I feel like I am doing someone a favor by telling them about Vantix."

To learn more about how Vantix can help optimize your supply chain and reduce landed costs with absolute confidence, call 972.371.5032 or visit [www.vantixlogistics.com](http://www.vantixlogistics.com)