



CASE STUDY



CASEY'S GENERAL STORES, INC.

Casey's General Stores, Inc. is a publicly-traded company founded in Des Moines in 1959. The company operates over 475 Casey's convenience stores in Iowa, along with 1,200 additional stores in 10 other states across the Midwest. Its headquarters are now in Ankeny.

A LONG RELATIONSHIP

Casey's General Stores, Inc., and Laser Resources (LRI) have been working together since the early 1990's. Scott Arneson, Casey's Data Center Operations Manager, said that Casey's has used LRI equipment to print a wide range of documents, including financial documents, profit/loss statements, warehouse labels, employee checks, reports, and various internal documents.

THE SOLUTIONS

As technology has improved, so has the relationship between these two central Iowa companies. When it came to printing checks in the early years, Casey's needed more speed and efficiency. The Xerox solution from LRI enabled Casey's to print variable data and authorized signatures on their check stock all in one easy, automated process. "Getting into the Xerox platform early and being able to print checks really helped us. We were a big check printer for a long time, because of the number of our employees," Arneson said. "When we went to LRI's Xerox option for the checks, we eliminated 3 steps of processing a check to just one step because it was printed, cut, and signed in one process. Printing at that speed after upgrading our machines was much needed. We were growing as a company and we had to stay ahead of it, and that's where LRI helped us out."

Over the years, LRI has worked with Arneson and his team to implement new printing systems technology to enhance print quality, improve productivity, and reduce monthly lease and maintenance expenditures. Casey's recently upgraded from Xerox printers to newer, faster, and more efficient Océ VarioPrint Printing Systems from LRI. In fact, the Océ VarioPrint Systems print twice as fast as Casey's previous Xerox printers. "The biggest help was implementing our Océ printer. That gave us a lot more speed in our printing and efficiency," Arneson said. "We were Xerox for the longest time, but getting to that Océ level was our biggest benefit because of the speed of that machine and efficiency. Along with the uptime, which helped us a lot."

THE RESULTS

Casey's and LRI have established a strong relationship over the years. Arneson and LRI President Bob Lashier have worked closely together to find new and innovative printing solutions that will benefit Casey's General Stores. "Bob knows what we do as a company, so he's able to show us things that will benefit us from our company's standpoint," Arneson said. "Lots of salesmen will come in and push a new product, but LRI isn't going to sell us something we don't need. They do a great job of providing us with something that will help our business, not just to sell something."



"We wouldn't have been with LRI for this amount of time if we weren't happy. In this day and age, everyone is looking for the best deal they can get. LRI has always offered a premium product at a fair price."

**Scott Arneson
Data Center Operations Manager
Casey's General Stores, Inc.**