



CASE STUDY



NATIONAL PORK BOARD

The National Pork Board was created by an Act of Congress that created the Pork Checkoff in 1985. The Pork Checkoff has all pork producers and importers pay .04 of one percent for each animal, which equals \$0.40 per \$100 in value and generates around \$50 million a year. The National Pork Board collects checkoff and allocates funds, along with communicating with pork producers and the public. The National Pork Board is headquartered in Des Moines.

THE CHALLENGES

The National Pork Board communicates with pork producers, importers, and customers all over the United States. Clearly, they have a lot of documents to generate and distribute. According to Chuck Cozad, their IT Director, the Board was spread between too many machines. They decided to consolidate with a color machine from Laser Resources. "When we added the color printer, we were trying to consolidate our printers. Bringing that particular unit in here is a more cost effective color solution in a higher volume," Cozad said. "This is beneficial because a lot of our materials are in color."

THE SOLUTION

Besides increasing efficiency, IT Support Specialist Nate Rohe saw additional benefits with the solution from LRI. "The color option gave us some additional features. We could scan to email before, but now we can scan in color," Rohe said. "The ability to have a maintenance plan for the unit is nice as well."

Cozad also saw the benefit of cutting out the middle man with the improved technology in the Board's new machine. "We used to have to scan in color with a special group that would send it to our print shop. Instead of sending it to the print shop, we can walk down there and do it ourselves now," Cozad explained. "We have also improved efficiency with the speed of the unit. The units perform, and they no longer need to call us when they don't perform; we can call LRI. They have taken away Nate and I's headaches. The last thing you want to have is a printer that's not working or something that doesn't work right."

THE RESULTS

With over 13 years of experience working together, LRI and the National Pork Board has established a solid working relationship that benefits both parties. "We are very well taken-care of. It's not that we're a large shop or have a lot of copiers. LRI's commitment to customer service and support is pretty top-notch, enough to the point that we don't even care to entertain any other provider that comes in here," Cozad said. "We just get a certain level of service from LRI. We can call and if we were having any issue whatsoever they would take that to heart and make sure its addressed."

By working together to solve problems, LRI and the National Pork Board look to continue their relationship for years to come. "We're very happy and pleased with the relationship and we appreciate it. We honestly are hard-pressed to look anywhere else because of our relationship with LRI," Cozad said.



"In today's age, for the copier/fax/scanner type, a box is a box. Seriously give consideration to the level of service that you're going to get from LRI."

**Chuck Cozad
IT Director
National Pork Board**

"But what if we have a problem?"

Sometimes, issues arise that customers nor vendors can predict. When those things happen, communication and customer service are key. Chuck Cozad speaks of a machine installment that didn't go as planned, but LRI worked with the National Pork board to quickly get them a new machine that met their needs:

"If it's not right the first time, they'll make it right. There was no issue swapping our original unit out at the same cost. They stand behind their word; if they tell us we're getting a unit that will work, we will get a unit that will work. We have an elevated expectation of quality because we're trying to do print-shop level quality and LRI delivers on that expectation."

- Chuck Cozad