

Yorke is “right-sized” by Design!

Yorke is right-sized by design – small enough to give each job close attention, big enough to respond quickly and effectively. On the digital side, they can handle anything thrown at them –black & white, color, variable data, digital storefront development, you name it. Their streamlined digital work-flow means turn-around times are insanely fast, and DesignMerge plays a big role in that capacity.



What type of work do you do with DesignMerge?

We use DesignMerge for both offset and digital printing. We apply DesignMerge variable data techniques for business cards, name tags, labels, mass appeal letters, reply cards and postcards, as well as self promotion mailings for our business. We also reprogram client data to match preprinted materials.

What kind of challenges have you faced in the Variable Data Printing (VDP) market?

Previously when we received an Excel file with data, we would copy the information from the Excel file and paste the information directly into the application file. Now, we make an InDesign file of the base art and a layer with the variable information and DesignMerge does the rest, merging the files together. We can choose to create a variety of file types for the end result, including an InDesign file. Recently we have been reprogramming the data files from clients to match or change character size and/or style in order to maintain their corporate graphic standards.

The Meadows support team has been very responsive to our needs; helping us along the way to fulfill each client request and working with our prepress department until any issues are resolved. The support team often gives us step-by-step instructions which is extremely useful. The Meadows website contains an extensive Knowledge Base along with training videos and webinars that we can access anytime they are needed, giving us multiple ways to find the answers we need to service our clients.

Why did you choose DesignMerge?

We chose DesignMerge because we felt the price was right, the interface was user friendly, the capabilities were wide ranging, and the level of technical support provided was expansive. After reading other testimonials, we felt Meadows was a company that mirrored our own philosophy on customer service.



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What have been the results of implementing DesignMerge in your workflow?

Using DesignMerge has increased our productivity and allowed us to offer new services to our clients which positively impacts our customer relationships and revenue.

Do you see this aspect of your business growing?

We have seen steady growth in the use of VDP and expect that trend to continue. We are excited to offer this service to our customers and feel we will be very successful in doing so. Our responsiveness to client needs is a key differentiator for Yorke, and the addition of DesignMerge to our toolbox has definitely improved our capability in that area.



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