

Relyco® Customer Story: SIG SAUER®



“Our products are in the upper percent of the price point, so our customers expect a presentation that transcends the product itself: it comes from the packaging, from the printed materials. [With Relyco] the pricing is good, the response time is phenomenal, and the quality is top notch. The overall look and feel of the printed materials are very important because they represent the company and make a difference in the overall satisfaction of our customers. Relyco helps us ensure the quality of our finished product.”

Eric VonBosse
Product Manager - SIG SAUER

AT A GLANCE

CUSTOMER:
SIG SAUER

INDUSTRY:
Manufacturing

RELYCO SERVICES
Commercial Printing
Warehousing

WEBSITE
www.sigsauer.com

Manufacturer Relies on “Expert Print Consultant” and Benefits from Service, Quality and Cost Savings

Headquartered in Exeter, N.H., SIG SAUER is the largest member of a worldwide business group of firearms manufacturers that includes J.P. Sauer & Sohn and Blaser, GmbH in Germany and Swiss Arms AG in Switzerland. This global network of companies gives SIG SAUER a world-class firearms knowledge base, unparalleled design expertise, and extensive manufacturing capacity, enabling the company to respond quickly and effectively to changing market conditions and the needs of military, law enforcement, and commercial customers worldwide.

SIG SAUER world-renowned firearms are the weapons of choice for many premier global military, law enforcement, and commercial users. High-quality, ultimate reliability, and unmatched performance have always been hallmarks of the SIG SAUER brand. In the U.S., nearly one in three law enforcement professionals use SIG SAUER firearms.

For more than a decade, SIG SAUER has turned to Relyco to manage the printing of everything from catalogs and owners’ manuals to stationary and envelopes. In addition, Relyco also provides warehousing services for SIG SAUER’s printed materials, including more than a dozen unique product manuals.

“Our products are in the upper percent of the price point, so our customers expect a presentation that transcends the product itself: it comes from the packaging, from the printed materials,” explains Eric VonBosse, product manager for SIG SAUER’s handgun business. “While price is a concern, the overall look and feel of the printed materials are very important because they represent the company and make a difference in the overall satisfaction of our customers. Relyco helps us ensure the quality of our finished product.”

In spite of SIG SAUER’s long-term relationship with Relyco and the high quality of the finished product, price is a consideration; the company prints as many as 160,000 manuals annually so any variation in the cost for each manual has an impact on the bottom line. Plus, corporate policy mandates that each printing engagement be competitively bid. “We solicit at least three quotes from different vendors each time we have a new piece to print, and Relyco consistently does well,” says Paul Harper, purchasing administrator at SIG SAUER. “Relyco does everything they can for us and really makes my job easier. I deal with hundreds of suppliers, and with Relyco, I can make a phone call and get it right the first time.”

If the quality and price SIG SAUER receives from Relyco are important, so too is the level of service the customer has come to expect. “Like many manufacturing companies, we can’t plan ahead as well as we should, so we frequently require short turnaround times, which is one of the reasons we like to deal with Relyco,” says VonBosse. “The quality is top notch, the pricing is good, and the response



time is phenomenal. Any given firearm has more than 60 components provided by 25 to 30 vendors; if we're missing one component—including the printed material—the firearm doesn't ship. Today in business, everyone expects companies to work like FedEx. Nobody wants to wait, and Relyco has really been responsive to our needs."

VonBosse notes that Relyco serves as an expert "print consultant," proposing options, recommending the most cost-effective solution while passing along the savings, and reviewing proofs for errors as needed. In particular, he points to a recent example when SIG SAUER changed the size of its manuals and needed an alternative to its existing warranty card. "In the past, we had a warranty card that needed to be inserted manually each time a firearm was packaged—a labor-intensive, costly process," VonBosse explains. "We asked Relyco to help us design an alternative, and today we have a cost-effective solution in which the warranty card is bound into the manual. It has worked out very well, and we've made the change across our product lines. We've seen significant cost savings, but more importantly, we save time, which allows us to focus on other critical tasks."

In addition to commercial printing services, SIG SAUER depends on Relyco to warehouse its supply of product manuals, catalogs and other printed materials. In the past, SIG SAUER retained a year's supply of each manual in inventory, but this meant significant waste and expense—as much as \$50,000—each time a product changed, the existing supply of manuals was destroyed, and new manuals had to be reprinted. SIG SAUER now keeps smaller quantities of each manual in stock in Relyco's warehouse, and looks to Relyco to advise them when the supply gets low. "With Relyco, it is almost 'print on demand,'" notes VonBosse. "Our production varies based on the market, so our needs for manuals and other printed materials fluctuate. Relyco enables us to streamline our business processes, delivering as needed and that has reduced our costs considerably."

"Warehousing material at the Relyco facility is a big benefit for us," adds Harper. "All I need to do is make a request—6,000 manuals one week, 1,000 the next—and Relyco responds. The process is completely transparent to us."

For More Information

Relyco is a global provider of value-added printed materials, business equipment and check printing software. As a leading provider of laser and digital applications, Relyco is an innovator in fraud prevention strategies and new forms technologies.

To learn more about Relyco products and services, call 1-800-777-7359, email info@relyco.com, or visit us on the web at www.relyco.com

