

Keeping One Step Ahead of Changes in the Printing Industry *Carle Place-Based Printer Uses the Internet to Enhance Production*

Breaking traditional business practices and implementing new technology have become necessary tools of survival amid recent trends in the printing industry. Over the past decade, many have predicted that the explosion of the Internet would be the demise of printers who retain the “business as usual” mentality. However, the Internet has actually enhanced production and customer service capabilities for those printers who have used it to their advantage. The Carle-Place, NY-based Marsid-M&M Group is a great example of this. This innovative company has created a user-friendly website that allows clients to send their projects virtually from their desktops to the printing press.

Technological adaptability in today’s printing industry promotes customer awareness, involvement, and satisfaction, which is paramount. These are three very important requirements left neglected by many over the years. Too often we hear a new customer mention, “I was just burned by my last printer,” and realize this is a common perception within the industry that needs to be confronted.

At Marsid-M&M, we take pride in the attention given to our customers’ needs. The expectations of quality, speed, and accuracy go without saying. Customer service is, and always will remain, our best attribute and main concern.

“I think it’s the qualities of honesty, service, value for your money, and hard work that are so exemplified by all aspects of your business and staff,” stated one satisfied customer in a recent thank-you letter to our company.

New Company Developments:

- ❑ **Launched new website – www.mmprint.com:** Our new website is designed with the customer in mind. This is achieved by supplying the necessary tools to reduce production time and simplify the printing process.

“The online technology for data transfer was most impressive, which, along with the online chatting service for questions, was most useful as well,” was one customer comment we received about our site.

- ❑ **The Direct-2-Press System:** Clients can now send files from any design/layout program by simply selecting the print command on our website. The artwork onscreen is then automatically converted to our file standard, and is sent directly to our rip station, which is the final step before printing. This eliminates all compatibility and font issues, which constantly occur otherwise, wasting time and money.
- ❑ **Quote Assembly & Webstore Systems:** We now offer clients the ability to request quotes for multiple products simultaneously to save time. This important feature is missing from many service-based competitors. We also design and host custom webstores with larger companies in mind. Webstores are reordering centers where employees can easily reorder current business essentials and marketing materials. Offering a webstore to print buyers reduces the coordination and time involved in organizing multiple orders for employees. Webstores are customized to suit the look and feel of the client’s website and are easily integrated.
- ❑ **Referral Membership Program:** We reward our clients and visitors for simply referring our company.
- ❑ **Ongoing Monthly Promotions:** The current giveaway is an Apple I-pod.

In addition, The Marsid-M&M Group has recently made major investments to expand our in-house, technical capabilities. This includes the addition of a complete bindery department that allows us to offer an even more competitive pricing structure by ensuring in-house production. We also use an efficient computer-to-plate system that provides faster, more accurate reproductions when outfitting digital artwork to offset printing presses.

Background Information

Marsid Press was founded by Sid Halpern in 1972, when he began printing circulars for local butcher shops, in the laundry room of his Levittown, NY home.

At first, Sid used mimeograph machines to produce the circulars, which featured a highly popular food budget plan developed by the young entrepreneur. He was forced to “burn the midnight oil” every night because the demand for the printed circulars was so great. In fact, the demand soon became greater than the supply he could produce on his mimeo machines.

Within a few short months, the need for production was so large that Sid purchased the newest offset printing equipment available at the time, and workflow was much improved. Sid soon opened a storefront print shop in Carle Place, NY, and hired the company’s first employee, Barry Caputo. Barry quickly became an integral part of the company. Barry and Sid worked together for approximately 15 years, as Marsid Press continued to expand and adapt to changing technologies within the printing industry.

In 1989, Barry formed his own company, M&M Printing, based in Levittown, NY. Sid and Barry remained good friends, and decided to rejoin forces in 2002. Merging their businesses, they formed The Marsid-M&M Group, a full-service commercial printing operation occupying an 8,000-square-foot plant in Carle Place, NY. Their unbeatable combination of personalities, as well as the great teamwork of the entire staff of Marsid-M&M, are the driving forces behind the company’s continuing success today.

Resources:

I am available as your informational resource and will coordinate interviews with company executives as needed. I would also be willing to request customer permission to be contacted for story development purposes. Photography and employee profiles are available as well.

Please contact me directly to discuss this further. I thank you for your time.

Sincerely,



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