

***“BETTER SERVING OUR CUSTOMERS IS THE TOP PRIORITY”*: New Customer Identification Numbers to Streamline Operations**

Pawtucket, RI (September 1, 2009) – Printmakers, Inc. is looking to better serve professional photographers through a more efficient internal process. Over the past few months many changes have been made, some were very visible; others have been made behind the scenes.

The redesigned website with updated branding has been a very noticeable project along with new online hosting capabilities through ImageQuix and updates to the ProDesign catalog, however the internal improvements may not have been as conspicuous. An upgrade in billing systems allow further integration to production and ordering software and has been a catalyst for improving the flow of information within in the lab.

Customer Identification Numbers are the newest target for improvement. Printmakers has reformed and standardized ID numbers in all systems to increase responsiveness and synergy across platforms. Customers will need to update ID numbers in ordering software to facilitate the upgrade, if at any moment more information is needed customers are urged to contact the lab for clarification.

Responsible for leading the project, Heather Johnston said, “The new ID numbers will allow us to be more efficient inside the lab; our motivation is that it will allow us to be a better partner for photographers outside of the lab, better serving our customers is the top priority.”

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Contact:
Christie Connell, Marketing and Customer Relations
info@printmakersinc.com
(401) 728-4305