

Padgett Printing Corporation

Texas Golf Association



Dallas-based Padgett Printing has met the printing needs of advertising agencies, design firms and successful companies throughout the Southwest for over 100 years.

Padgett was recently presented with a challenge to create an online ordering solution for the Texas Golf Association (TXGA). *The TXGA wanted to be able to replace their existing method of ordering score sheets, banners, and other items for their many golf events throughout the year. Prior to Padgett TXGA was contracted with a company in California to build the needed items as one offs. The ever growing number of events and the peculiarity of the score sheets grew making the amount of time to produce the score sheets a bottle neck for the TXGA. As a result, the TXGA was not able to consistently meet their member clubs expectations. Padgett reviewed the process and determined that we could help. Padgett outlined a process that would allow the member clubs the ability to access a web site to "build" their custom score sheets online, proof them, and then place an order for prompt delivery. This process would significantly reduce turn times and provide brand consistency for the materials requested.*

After a careful and through review of our online systems, it was determined that we did not currently have a good fit for this project. *Many different solutions were considered, but only one that we found had the "right stuff". Padgett contacted PrintNow for a detailed demo of its software. Afterwards we had the PrintNow team review of our project requirements. The complexity and size of the project was immense and it was very apparent and would take the expertise of the PrintNow team working closely with Padgett and the customer to complete.*

What was implemented by PrintNow was exactly what we requested and required. *PrintNow was exactly the solution Padgett needed to fulfill our customers' needs. TXGA now has a secure online ordering system that each member club can access from anywhere. Each member club can log into the custom branded website, choose a product from many of the defined categories, build, order and proof their custom score sheets and ancillary materials for their tournaments quickly and easily.*

The result is that TXGA now is marketing this solution to other state golf associations. *Each state's association has the same need for a quick, accurate, secure system for ordering tournament materials. The PrintNow system has given Padgett Printing the ability to branch out and fill a niche that was never realized as a possible profit center. It is the flexibility, accuracy, customization, and ruggedness of the PrintNow product that makes this possible. Without such a system, this project would never have materialized.*

I would recommend PrintNow to any other printer who wants to get into the Variable Web-to-Print market. *PrintNow's flexibility, thoroughness, and robust backend make it the perfect choice for any printer, shop owner or even a startup to get into and dominate the online web-to-print market. I can not say enough about the professionalism and technological savvy of the PrintNow team. Padgett continues to push the PrintNow product into new markets and we believe that we have made the right choice by choosing PrintNow as our online partner.*

Padgett Printing

Changing its services as the times and industry have changed, Padgett Printing has stayed on the leading edge of the visual communications industry. Founded in 1903 by Cyrus Padgett, the first shop was in downtown Dallas at the corner of Main and Ervay, where the flagship Neiman Marcus store now stands. In 1922, sons Jay D. and Hal Winfield Padgett became involved in the family business, and the company grew to encompass 10 acres on Harry Hines Boulevard.

Today, grandsons Win and Don Padgett carry on the family tradition of professional, state-of-the-art printing at their location in the Trinity Industrial District near downtown Dallas. In addition to its main production facility in Dallas, Padgett has satellite sales offices in both San Antonio and Austin. Padgett introduced the area's first eight-color press and a state-of-the-art digital imaging center in 1993.

Today, the company continues to offer the latest in digital technology. Revolutionary presses allow customers to customize press runs and even vary information piece by piece. Padgett also has a full-service mailing division that includes ink jet and tabbing departments. Padgett's leadership is not only the result of its mastery of technology, but also of its service infrastructure. The company's unique integration of sales representatives with production coordinators allows for better communication and detail management throughout the production process.



Chief Information Officer
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