

## Users share their thriving applications of ONYX®



### 1st Source Digital

#### Keeping it small, working hard and putting all tools to work to satisfy customers drives success for 1st Source Digital in Selma, TX

Taking a business from a start-up to being one of the largest digital printers in South Texas in just three years is no easy task, just ask Kelli Jarzombek of 1st Source Digital in Selma, Texas. “My family started this business with little to no experience; we’ve had to work hard to become the preferred printer in our region,” states Jarzombek. “Plus, we’ve run this business as a family business from the beginning so that means we do it all ourselves,” she adds.

So how did 1st Source Digital do it? They set out from the beginning to always meet customers’ quick turnarounds. They provide their sensational turnaround service on all types of projects from vehicle wraps for clients such as

Caterpillar and Pocket Wireless, to regular quarterly integrated marketing campaigns for The Scooter Store. “Client artwork is always an issue for one reason or another and the files rarely are usable without additional work on our side” says Jarzombek. “Fifty to seventy-five percent of the files we receive require revision.”

But the files are always welcome because each file represents another project for a customer. Not only are the revision-needing files welcome but the tight turnaround requests are also. Ninety percent of the orders received at 1st Source Digital allow less than 24 to 36 hours turnaround time. “For us it is all about customer service,” Jarzombek explains, “we get a job done at all costs for our customers, sometimes that means really going the extra mile to deliver quality work on time.”

What is the key to delivering on time every time? 1st Source Digital uses all the tools they have available to them to consistently meet their customer expectations. “We run 2 Jetti Solvent printers, 1 Jetti UV flatbed, a Roland Print &

Cut Eco-Sol, and a Zund Cutter/Router. Plus, we use ONYX PrepEdge Pro software to quickly prepare and correct all of our files so we can RIP and get into production. Because of this, we accept all of our customer files as they come in and only send a few back to the client for correction now.”

Quality output is important to 1st Source Digital also. Using ONYX RIPs to run all the printers, Jarzombek’s team appreciates how ink is laid down using ONYX compared to Caldera software which they used for a short time previously. Plus, the team easily sets up color profiles and returns to them over and over to provide great color quality. “Caldera was simple to use but the print quality was not comparable” states Jarzombek, “Now we exclusively use ONYX for all of our jobs.”

Great customer service, fast turnaround, and quality output all add-up to a successful operation at 1st Source Digital. They keep it small, work hard and put all the tools they have to work to satisfy their customers.