

# Precision Construction



[www.precisionconstruction.com](http://www.precisionconstruction.com)

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-Mark Decker  
Marketing Director,  
Precision Construction



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## McShane's provides color solutions with advanced technology

### • THE CHALLENGE

Precision Construction began in Highland, Indiana 25 years ago and has quickly grown into a large, successful residential and commercial construction company, widely recognized in the area.

Precision has been a McShane's client for the past 7 years. Recently, with business booming, the need for greater technology arose, and Precision again turned to McShane's.

“We had two Canon color machines, but they were slowing us down,” Valerie Cook, Administrative Assistant for Precision Construction, explained. “We really needed equipment that would be faster and better able to handle large quantities of jobs.”

Precision agreed that new equipment was necessary, but wanted to avoid the hassle of retraining all employees on a new interface and brand of equipment. Additionally, the two Canon machines were being used to their full capacity with printing, scanning, and faxing. This multi-functionality created a bottleneck in the workflow as staff would find themselves waiting to copy or fax while a larger print job was running.

### • THE SOLUTION

“After determining the goals the company had for the future, we knew we needed to offer equipment with advanced technology but with a similar look and feel,” Sherwin Slutsky, Major Account Representative of McShane's, said.

When Precision acquired the Canon color units, they opted to participate in the Three Year Optimum Program with McShane's, which allows clients to upgrade equipment when technology advances. Due to Precision's growth potential and the advances in color technology, the Optimum Program allowed Precision to look into newer, faster equipment.

Therefore, McShane's proposed that Precision switch out the two Canons with two new Canon imageRUNNER color systems at minimal additional cost. Not only

would this allow Precision to stick with Canon, an interface familiar to all users at the company, but it would also allow them to have one of the fastest color machines currently on the market, with output at 50 pages-per-minute.

Additionally, the imageRUNNERs were configured with the same multi-function printing, scanning, and faxing as the original color units, but the major difference involved the addition of the top-of-the-line Canon GX-100 Printing Rip, which provides more speed and power for greater productivity.

Also, this Canon imageRUNNER is the first model to incorporate the new Canon imageCHIP System Architecture, which is responsible for improving the multi-function capabilities of the equipment. This technology was vital for Precision as it eliminated the bottlenecks that were so prevalent on the old machines.

### • THE BENEFIT

Precision Construction is now able to simultaneously have several jobs operating on the equipment without the setback of one person waiting for a project to finish, thanks to the new imageRUNNER technology.

The equipment can handle larger jobs without difficulty or jamming, and Precision is able to scan, fax, print, and copy to keep up with their growing business. Another great advantage is Precision's ability to complete most marketing in-house. From sell sheets to post cards, Precision can easily run varying quantities on an as-needed basis.

Not only has Precision benefited from the equipment perks, but also from the relationship with McShane's.

“We trust the name, and we appreciate working with a fellow local company,” Mark Decker, Marketing Director of Precision, said. “The relationship makes a big difference. For us and McShane's, it is comfortable and established, which puts us at ease whenever we make an office equipment decision.”