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Commentary & Analysis

Maximizing Profitability: Data Driven Solutions for the Packaging Industry—Using Data and Business Intelligence to Drive Efficiency and Profits

In this article, written and sponsored by HiFlow Solutions, previews a webinar, hosted by Florida Graphic Alliance, that will help print businesses unlock insights into their costing process. The focus will be on determining the true costs by showcasing how software tools can automate a shop's costing system.

Tuesday, May 21, 2024

WEBINAR

When: Jun 11, 2024 10:30 AM Eastern Time (US and Canada)
Registration LINK: https://us02web.zoom.us/webinar/register/WN_41JzzZOfSoWTNInFkGiH6A

Printing and packaging organizations depend on accurate job costing. From estimating to pricing decisions and profitability analysis, understanding and managing job costs is paramount for sustaining a prosperous business. Join us for an insightful webinar where industry experts delve into the intricacies of job costing and provide practical strategies for optimizing profitability.

The webinar, hosted by Florida Graphic Alliance, with presenters from Profectus and HiFlow Solutions, will help you unlock insights into your costing process. The focus will be on determining your true costs by showcasing how software tools can automate your costing system. We'll explore solutions such as Cost Rates Advisor, Shop Floor Data Collection, Post-Production Calculation, and Supplier Integration, ensuring you're equipped with the knowledge to optimize your operations and maximize profitability.

If You Don't Know Your Costs, You're Lost

Are you able to quickly benchmark your costs against the industry?

Can you do it in seconds without causing any delays for your business, which could result in lost sales?

In today's volatile economy, printing organizations must be armed with the best possible information and tools to sustain the business and support future growth. **The latest industry budgeted hourly rates and cost analysis software is one of the most valued tools for our industry.**

It's All About the Data

How can we steer clear of errors and time drains linked to manual data collection in production? Simply relying on automated data collection isn't sufficient anymore. **What is truly needed is a swift and precise comparison between planned and actual production costs, customized to the shop floor processes and individual needs of your company.**

To navigate towards optimal pricing decisions, visualizing data becomes paramount. And strategizing how, where, and when to allocate resources for maximum efficiency. By incorporating top industry benchmarks into the mix, a company can elevate operational management to the next level.

What We'll Cover

- How to determine fixed costs, variable costs, labor costs, and contribution margin of your equipment & services
- Improving pricing strategy by avoiding low margin orders and winning high profit orders
- How to capture real costs in the production process through automating data collection
- Data visualization and business intelligence to drive efficiency and profits
- Benchmarking effectiveness of production workflows
- Benchmarking labor, factory, and overhead costs and rates against other organizations

Register today at Florida Graphics Alliance: https://us02web.zoom.us/webinar/register/WN_41JzzZOfSoWTNInFkGiH6A

Presenters:

Craig Press, President/Founder, Profectus

Craig L. Press is the owner and a senior consultant of Profectus Inc. He has over 40 years of experience in all areas of the printing and packaging industry including sales, pricing, estimating, order entry, customer service, plant production, cost accounting, inventory control, purchasing, accounting, and technology. He has contributed to the success of hundreds of printing industry organizations throughout North America representing every segment of the industry.

Jack Lafler, VP, Sales and Technical Services, HiFlow Solutions
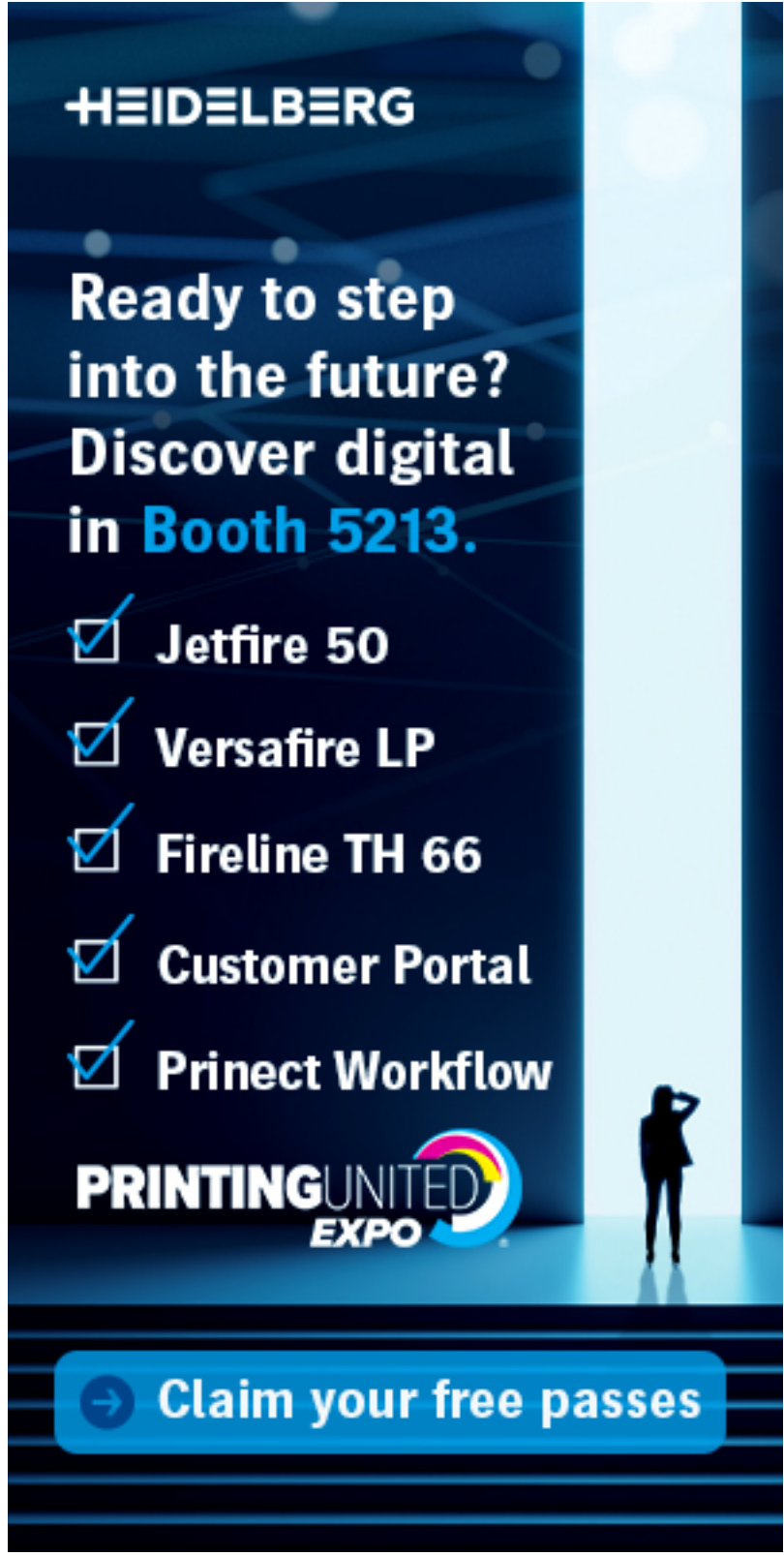
Jack is a seasoned professional in the printing and packaging industry (30+ years) and has worn many hats in his career including shop floor manager and VP of technical services for a $54M print company. With over 15 years in the MIS/ERP industry, he has helped packaging and print companies transform their production and business ecosystems with technology, and today, he introduces productivity, automation and data management systems with HiFlow Solutions.

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Video Center

Recent Printing Industry News

Friday, August 08, 2025

Paper and Paper-Based Packaging Industry Votes to End Its Marketing Program

Agfa to Spotlight Inkjet Printing Innovation at The Print Show 2025

Label Industry's Finest to Receive Global Awards at Labelexpo Europe's Festa Barcelona

Solo Printing's 40-Year Legacy Honored in Award-Winning Film by Visual Angle Media

Chromasens Optical Inspection System for Digital Printing Automatically Detects Costly Errors

Michelman Expands Digital Printing Team to Support HP Indigo Customers

Agfa Partners with Artwork Systems Nordic as Anapurna Distributor in the Nordic Region

Proforma Continues Commitment to Mentoring the Next Generation

UFlex Limited Recognised as a Top Employer 2025 in India

Deluxe Corporation Second Quarter 2025 Financial Results Available on Company's Website

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