

WORKHORSE PRODUCTS

Durable & Dependable Screen Printing Machinery



CLIENT SUCCESS STORY

Background

Justin Lawrence is the owner of Oklahoma Shirt Company, a screen printing, embroidery, signage, and promotional products business started in 2013 in the family's garage with manual equipment. The venture creates items for many different types of organizations throughout its home state, including churches, schools, businesses, nonprofits, local youth sports teams, and even the NBA's Oklahoma City Thunder team.

A little over a year after starting Oklahoma Shirt Company, Justin wanted to expand the business, and he knew commercial-grade, automatic presses would be vital in doing so. Using an Internet search engine, he began researching manufacturers, and narrowed down his preferences to a few options. Uninfluenced by any marketing whatsoever, he organically chose to go with Workhorse equipment in 2015, partially based on his appreciation of the device's aesthetics and the user interface, but also due to visiting a shop in Tulsa that used the machine that peaked his interest. Now Justin's business employs 7 Workhorse automatic screen printing machines.

Challenges

Oklahoma Shirt Company was a manual print shop looking to grow, and the automatic Workhorse machine met their requirements and preferences.

Industry: Textile Decoration

Products and Services:

Quality silkscreen printing, embroidery, signage, and promotional products services.

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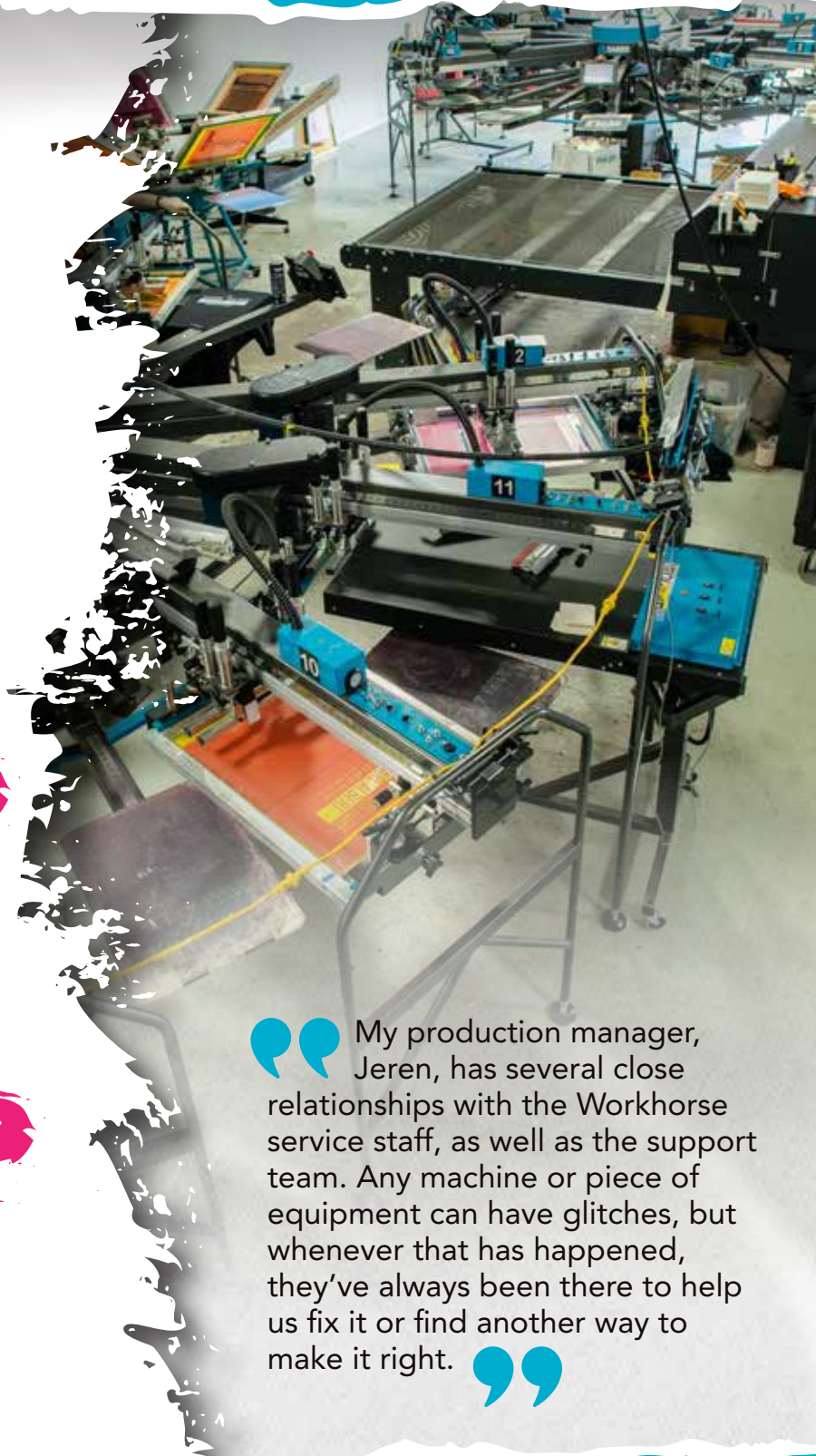
When it comes the tech support and customer service of Workhorse, those are truthfully what has kept me with the company for so many years. I bought my first machine from a distributor, and I wasn't super happy with the answers I was getting. At that point, I was connected directly to the President of Workhorse, Tyler, and he got me fixed up by putting me in touch with the engineering team. Our issue was quickly resolved. Because of that, Tyler and I developed a pretty rich relationship.

Our Solution

Workhorse's automatic machines offer not only a pleasant aesthetic, but the user interface makes operating them easy and efficient.

Outcome

The Workhorse automatic machines (7), as well as 3 commercial gas dryers from a Workhorse affiliate, have helped Oklahoma Shirt Company grow into a juggernaut in the industry, supplying screen printed items to an NBA team and countless entities throughout the state.



My production manager, Jeren, has several close relationships with the Workhorse service staff, as well as the support team. Any machine or piece of equipment can have glitches, but whenever that has happened, they've always been there to help us fix it or find another way to make it right.