



WORKHORSE PRODUCTS

Durable & Dependable Screen Printing Machinery

CLIENT SUCCESS STORY

Background

Monica Maglaris and Holly Sumner together have over 50 years of experience in the industry. They grew up working in a contract screen printing shop that used 2 types of equipment – Workhorse and a competitor. When Monica was 18 in the mid-1990s, she began working there, and when she decided to venture out on her own in 2004 to do the same kind of work, she knew of two perfect partners – Holly (a co-worker who became a Liberty co-founder) and Workhorse.

“Holly and I always loved working on the Workhorse presses, so when it came time for us to start Liberty, we had our choice of what manufacturers we wanted to work with... we both knew it had to be Workhorse.”

Having reliable equipment and experienced professionals are musts in contract printing, as this very competitive segment of screen printing requires a stellar performance on each and every job. Others with similar businesses contact Monica for her opinion on Workhorse machines, and she invites them to Liberty Screen Print so they can see for themselves what the equipment is capable of producing.

“Those of us who have Workhorse presses – we don’t get rid of them. They’re good, solid presses! We’re not getting rid of Workhorse machines unless you pry them from our cold, dead hands!”



Industry: Liberty Screen Print

Products and Services:

- Textile Decoration
- Quality silkscreen printing and embroidery services



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Challenges

When Monica and Holly decided to open the co-founded Liberty Screen Print, they needed presses, and they only considered one manufacturer, based on their previous long experience working with both Workhorse and a competitor's equipment.

"[The competitor] is like the big dog in the yard – everyone knows of them. The first 18 years of my career, I was stuck using their automatics and I did not appreciate them very much because they broke down a lot. Workhorse has the reliability that was lacking in [competitor name] and the price point was better as well."

Not only is Workhorse equipment reliable, but it is ideal for contract printing, while Monica believes other manufacturers seem to be more in line with the work retail screen printers do.

"Workhorse makes presses that just naturally speak a contract printer's language, and that's really important. There are a lot of options in the marketplace and they offer some cool features, but they don't seem to know contract printers even exist. Our segment of the industry prints for companies who offer printed textiles, and our only job is to make those people look really good – our livelihood depends on being able to do so and do so consistently – and we are able to with an amazing team and Workhorse."

Entities that send work to Monica, Holly, and their team depend on the job being done right with no mistakes. This high pressure environment demands machines that can keep up.

"Contract printers are the best of the best, and we demand the best of the best screen printing equipment that is available. Workhorse will always have my full respect because they create presses that EVERY DAMN DAY turn right on and get to work. It's pretty special to have their machines in our shop!"

"In order to have and maintain the accuracy rate we do (98.9%), we need to have presses that we can rely on and won't glitch out on you. The more computerized the press, the more little tech gremlins are possible. But Workhorse's software is very smooth and intuitive, and the presses themselves are always very solid and functional – the pairing of technology and machinery with Workhorse is pretty flawless, in our opinion."

"In contract printing, everything is very, very timeline oriented. You've got a small window to make magic happen. There is no room for error – if we receive 500 shirts, then 500 shirts have to go back screen printed. With that kind of pressure, the equipment and team need to work well together. We pull off some amazing work in a very fast timeline, and being in a very difficult segment means we need 100% uptime, no downtime."

Our Solution

The entire shop is Workhorse, and Monica believes the company offers the absolute best machines for printers who strive to be the best and don't have time for equipment that's on the fritz.



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Our Solution (cont.)

"Workhorse is doing its best to solve the 'trilemma' of screen printing, which is speed, reliability, and intuitiveness. Workhorse presses are REAL printers' presses. If you want to know what's going on with your machine, and to really understand how things work mechanically, Workhorse is a great option for people to really dig into it and become really, really, REALLY good at their craft."

"When I'm asked about Workhorse, I always tell people this story: For the first 18 years of my career in screen printing, I had an entire room – A ROOM – filled with parts for [a competitor's] presses; and in my shop, I have 1 little shelf with Workhorse presses parts, and all those extra parts always have dust on them! I never have to use them! The presses don't break down. They don't fail you. They just keep running, they're consistent, and they perform day after day without any issues."

Outcome

The company started with 1 press and now has 5 in operation, plus an interchange, gas dryer, and electric dryer. With such dependable, consistent machines, there's little reason to contact Workhorse other than to exchange pleasantries... but soon Monica will need to, because she has plans to expand again, and double her current shop to 20,000 square feet.

"The cool thing about Workhorse is that we rarely even have to interact with them, but when we do, it's always a pleasure. There are so few times that we've even needed their help with anything. I think we probably talk to each other more just to say 'Hello!', and that's a nice thing."

Outcome (cont.)

"Workhorse is very supportive – they always root for all of their customers as much as we root for them. It's a very balanced, healthy relationship that Workhorse has with their clients."

"Our segment of the industry is in a strange, scary fast environment and everything has to be technically perfect regardless. It's high pressure, yet we've still been able to grow every year consistently. We're now in 10,000 square feet but we need more like double that and more presses, so we're about to expand again. We have to give a lot of the credit to Workhorse, their support, and the great presses they build us that we make magic on!"

Monica and Holly's company, using Workhorse presses, and in conjunction with Liberty's team, have been able to attain and sustain an incredible 98.9% accuracy rate for well over a decade.

"People who run Workhorse presses are huge fans of them. Contract screen printers are expected to deliver with no mistakes – you set the job up, you run it... no mistakes. That's a very high bar to have! And we have a 98.9% accuracy rate that has been maintained consistently for over 10 years. That's unheard of in our industry! It means that our printers only have issues in about 1 in 10,000 shirts."