



WORKHORSE PRODUCTS

Durable & Dependable Screen Printing Machinery

CLIENT SUCCESS STORY



Background

Cody and Hailey Hogan are a married couple and the owners of CH Lonestar Promo. The company was started in 2017 as a laser engraving business in their home, then morphed into the current entity in 2018. In 2017, they went to a trade show and learned about Workhorse products. Hailey really liked the machine because it was a teal color, but that wasn't the only thing that caused the Hogans to buy their first Workhorse manual press.

For about 6-8 months, they used that first Workhorse machine. They then attended training in Phoenix, and learned more about the industry and equipment options available. Now CH Lonestar Promo has 2 automatic presses (with a goal to get their third this year), 1 manual, 1 print-on-demand, 2 dryers, and flashbacks – all from Workhorse – and the company, which employs about 25, is expanding into their second 5000 square foot building.

Challenges

Cody started the business in the guest bedroom as a hobby, then moved it into the garage. He didn't know much at all about screen printing equipment, but knew he wanted to expand the initial business (focused on laser engraving) into screen printing.

After adding screen printing, CH Lonestar Promo wanted to grow the business more, and needed the appropriate equipment to do so.

Industry: Textile Decoration

Products and Services:

Quality silkscreen printing, embroidery, promotional products, custom artwork, and "merch" stores services.



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“ I’m just excited to see what Workhorse does in the coming year with marketing, the new machine, and the other new stuff they have coming out in 2023. I’m excited to see what happens! ”

Our Solution

At a trade show, the teal color of the Workhorse manual machine visually attracted Hailey, but when she and Cody sat down with Tyler, the knowledge and advice he shared won the couple over, and they made the decision to go with their very first Workhorse machine – a manual. This started the relationship that has lasted ever since that initial meeting.

Outcome

When it was time for CH Lonestar Promo to expand, they knew Workhorse screen printing equipment would be their choice. They’ve never used a different manufacturer, and now they run 2 automatic presses (and adding a third in 2023), 1 manual, 1 print-on-demand, 2 dryers, and flashbacks.

The reliability, consistency, and quality of Workhorse’s machines has supported CH Lonestar Promo’s growth, and now they are building a second 5000 square foot facility.



“ We didn’t really have knowledge about the industry, and we had just been dabbling before. At the trade show in 2017, Tyler sat down with us and talked numbers. He also helped us understand the basics and exactly what we needed. And that’s why we went with Workhorse. We met with a few other companies but just the way Tyler talked to us, and wanted to help us and get us going, is what made me go with Workhorse. ”