



Consolidated Products Company

"Specialty Printing For Your Business"

{ a method:CRM success story }

Overview

As one of the leading specialty print houses in America, Consolidated Products Company needed a CRM platform to track incoming orders and manage their large catalogue of products and pricing.

With Method:CRM, learn how Consolidated Products Company got a fully-customized CRM platform in mere weeks, rather than years.



Consolidated Products Company provides custom printing solutions, managing a multitude of products with hundreds of customers.

The Challenge

Stop us if this sounds familiar: Consolidated Products Company (CPC) is an established business with a clear vision, but lacks the technical support they need to accomplish their goals.

CPC is a specialty printing house, having grown its range of supply from just a few basic items in 1973 (primarily pressure sensitive labels) to nearly anything print-related today. That means working with more materials from more sources than ever. So managing both the supply and demand can be a tall task, which is why their tech solutions are especially critical. Like many businesses, CPC used QuickBooks for their accounting, but struggled to find CRM software that could bring their sales and fulfillment together.

There was a point when CPC thought they had finally found their solution: QuickBooks Customer Manager. But, as soon as they were set up on that platform, it was discontinued. Brilliant.

From there, they went through a revolving door of products. First came ACT, which didn't quite meet their expectations. Then it was Salesforce, but it was much too expensive. They tried out Microsoft Dynamics, but that didn't properly integrate with QuickBooks. Then one day, at his wits head, CEO Doug Nagle turned to a trusted confidant to find something that could deliver as promised, and integrate with QuickBooks.

The Solution - Method:CRM

To solve their unique problem, CPC needed a unique solution. They worked with Method to develop a platform that could manage the thousands of various and custom products they produce for their customers.

With the new customized system, CPC is able to track material, logistics, and costs while organizing them by product, customer, or both. Once the current and necessary info is updated in the system, Estimates, Sales Orders, and Invoices can all be generated from within the dashboard while retaining all of the pertinent product details. The platform also works inversely, where CPC can start with an empty transaction and pull the product information into it. It's as flexible as flexible can be.

Business Benefits

Not only did Method deliver a fully-functional, totally customized CRM platform, they did so at a much better cost than any of the previously used CRM's – and in just a few short weeks rather than a full year, as was the case with some of the previous CRMs.

About Consolidated Products Company

Since 1973, [Consolidated Products Company](#) has been a family-operated business, currently lead by CEO Doug Nagle, and supported by a team with over 140 combined years of head office experience.

They take great pride in their work, providing clients with specialty printing ranging from Labels and Tags, to Integrated Label/Forms and Rigid Metal Nameplates.



Try Method:CRM FREE for 30 days.
No Credit Card. No Contracts.

Try it FREE