

## COMMERCIAL PRINT AND DIRECT MARKETING MANUFACTURER EMBARKS ON BUSINESS STRATEGY EXECUTION PLAN

**ABOUT PEL HUGHES PRINTING, LLC.** With a 70-year history of resilience and determination, Pel Hughes Printing is a shining example of success in the heart of Mid-City, New Orleans. Founded in 1954, this woman-owned company has constantly evolved to meet the ever-changing demands of the industry. In the 1980's, Pel Hughes Printing expanded their services and ventured into financial transaction processing market to add to their current commercial print and direct mail services. This was the first step in expanding into the variable data direct mail, digital printing, and omnichannel campaign marketing services Pel Hughes currently provides. Today, Pel Hughes Printing operates from a state-of-the-art 65,000-square-foot facility. Their passionate team offers a wide range of marketing services, including direct mail, email marketing, print advertising, and digital marketing. Demonstrating their commitment to sustainability, Pel Hughes Printing utilizes recycled paper and soy-based inks, minimizing the company's environmental impact.

**THE CHALLENGE.** As a long-time client of the LCTCS MEP of LA, part of the MEP National Network™, Pel Hughes was offered the opportunity to complete MEP of LA's new supply chain assessment. After taking the supply chain assessment, Pel Hughes Printing was found to be above average compared to other manufacturers, but there was still some room for improvement in the company's supply chain efforts. LCTCS MEP of LA SCOIN third-party provider VersoriumIQ noted concerns regarding the availability of paper stock, logistics delays and logistics expenses.

**MEP CENTER'S ROLE.** As a result of the supply chain assessment project, LCTCS MEP of LA and VersoriumIQ identified several areas of critical business processes for Pel Hughes to address. Areas of opportunity included key performance indicator usage (KPI); sustainability strategy; technology and suppliers; enterprise resource planning (ERP); transportation modules and more. With a few follow up coaching sessions by MEP staff, Pel Hughes was able to embark on a business strategy execution plan addressing the challenges and resulting in significant impact to the company.

"MEP of LA has been a trusted resource for a small, family run business like Pel Hughes Printing. I can always count on their resources when we are confronted with big business challenges."

-Tim Levy, Vice President

## RESULTS



69 jobs created or retained



\$2,000,000 in new or retained sales



\$715,000 in new investment



\$50,000 in cost savings

## CONTACT US



265 South Foster Drive  
Baton Rouge, LA 70806-4104



(337)349-3859



[www.mepol.org](http://www.mepol.org)



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