

# Radius Solutions

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### **How is Radius Solutions helping its customers stay competitive during these challenging economic times?**

Radius Solutions provides software and services designed to help flexible packaging companies increase efficiencies and in short, get the most out of their resources. In recent times many packaging companies have invested in new state-of-the-art machines and have brought on additional skilled professionals. Our software and services are designed to help provide a definable and measurable return on investment not only from our systems, but for the assets packaging companies already have, such as production equipment and human capital. Not only does this help customers stay competitive today, but it helps lay a solid foundation so that when business picks up, our clients can add additional capacity without the need for additional overhead.

### **What are the most important areas of business for a printer to focus on during a down economy?**

Printers should focus on what they do well. This requires identifying what products and customers are most profitable to your organization, then aligning your resources and efforts accordingly. It is critical to have outstanding customer service and hold on to your best clients. It is also necessary to take a hard look at jobs and clients where your organization may only be breaking even, or worse. Printers may need to take an honest look and decide if keeping client contracts that are not profitable is really an option. They may have to decide which contracts need to be renegotiated or even retired.

Radius Solutions works with leading packaging companies every day and we still see many organizations that don't have a fully integrated system in place that will allow them to mine their data and perform this type of analysis on a regular basis. Given the large fluctuations that can happen in materials costs, we think this is an area of focus that can really pay dividends.



### **What do you feel flexo printers should be doing now to prepare for when the economy grows strong again?**

It is tough to really evaluate your processes, infrastructure and systems in boom times. And it is even more difficult to implement any changes in those areas, when your best people, who would be needed for those types of projects, are already very busy.

When companies are busy and business is great, less emphasis tends to get placed on financial metrics. Now that things have slowed down a bit for many, it provides an excellent opportunity for organizations with any excess capacity to revisit the types of projects that can significantly increase efficiencies and boost profits.

Even if organizations are not looking to invest in areas like a new state-of-the-art MIS system, it is still a great time to evaluate your options. Many solution providers offer industry consultants that can help with an analysis to identify areas where efficiencies can be found and profit margins improved.

### **What trends will drive the flexo printing industry in the next five to ten years?**

We think the trend of traceability will continue to emerge and that technology to address this area will continue to evolve. The focus of this technology will not only be about how to automate and facilitate the tracking capabilities of today, such as where each element of a product has been, but will focus on the needs of tomorrow, such as where the product is right now and where it will end up.

Additionally, like many people, we believe sustainability is here to stay. We see an ongoing focus on continuous improvement in the area of waste reduction over time.