

Innovative Graphic Solutions (IGS) chosen Unigraph Dealer of The Year

One of the most trusted equipment and consumable companies in the southern U.S., IGS, has won Unigraph International's Dealer of the Year Award for an outstanding 2012 that exceeded all expectations.

Leading Canadian pressroom chemical manufacturer Unigraph International (Delson, Quebec), with more than 30 years in business and over 300 successful formulas on the market, has named IGS (Innovative Graphic Solutions) of Montgomery, Alabama as its Dealer of the Year for 2012.

IGS is an experienced sales and service company that deals in new and used presses, imaging and finishing equipment, parts and consumables for some of the leading equipment manufacturers such as Ryobi, Standard, Sakurai and others. Its three principals, Dennis Spaeth, Andy Vaughn and Whit Moorer, have established a reputation of trust and one-on-one service with their clients in Alabama, Mississippi, Tennessee and the Florida Panhandle.

"I came to know about IGS through a mutual contact (Al Kershaw, The Print Wizard), a veteran and an industry expert in presses, colour management and consumables," said Mike Thibault, Vice President of Technical Services at Unigraph.

"I had my first meeting with them in early December of 2011 and we agreed to move forward with a standard stocking order. IGS started actively pursuing new business for Unigraph in January of 2012," Thibault added. "We had both agreed on a 24-month window to achieve sales goals in order for them to retain an exclusive territory agreement covering their existing areas of Alabama, Mississippi, Tennessee and the Florida Panhandle."

IGS gets the ball rolling

Not only did IGS reach its challenging goal, the company accomplished this in the incredibly short time of 12 months, not 24. On top of that, they have managed to maintain an equally impressive 100% retention rate – something relatively unheard-of in the industry.

"This is a tribute not only to the quality of our pressroom chemistry, which is well known here in Canada, but to the hard work of Dennis, Whit, Andy and the entire IGS team," said Unigraph President John Thibault in presenting the Award. "Combined with the long-time trust they've established with their current clients and their willingness to sell products that were previously unknown in this area of the U.S., well, this made our choice for Dealer of the Year quite easy."

At first Dennis and Whit were quite excited to introduce Unigraph to their pet accounts. However Andy would prove to be a little more difficult to convince. "I was extremely skeptical because I'd heard all these exaggerated claims of great performance from numerous other companies before," said



IGS Principals (L-R) Dennis Spaeth, Whit Moorer (holding award) and Andy Vaughn receive their Unigraph Dealer of the Year Award from Unigraph VP of Technical Services Mike Thibault (far left) and Unigraph President John Thibault (far right) at a special presentation in Toronto late last month.

IGS Sales Manager Andy Vaughn. "But when I went to some of our long-time clients and press operators and asked them to physically test Unigraph samples, everyone was amazed at the results. Colour quality improved, the chemicals were more stable on press, make-ready sheets were reduced, there was less weekly dumping of used chemicals, drying was better, overall production times decreased, and so on."

In the end, IGS clients were especially impressed with three products in particular – Unigraph's Uni OD Deglazer, Uni Lithofont PC and Uni Alcofont 2. What started out to be a tough sell was made easier because, despite the higher up-front costs, customers soon realized that the long-term value and cost-per-sheet savings (most of IGS' clients are sheetfed shops) would easily surpass any initial pricing differences.

"Whether the print shop owner is north or south of the border, one thing remains the same when using Unigraph products: we substantially reduce the cost of the printed sheet and maintain repeatable, predictable results," said Mike Thibault.

Due to the exceptional performance by IGS, Unigraph has expanded IGS' exclusive territory to now include the state of Georgia.

Both companies are confident heading into the second quarter of 2013 and both share the same philosophy moving forward – "when printers succeed, we succeed." Unigraph is continuing to break into the U.S. market steadily in other regions.

For more information and to learn more about each company please visit www.unigraphinternational.com and www.independentgraphicservice.com.