



Customer Profile

CITIES & COUNTIES



City of Torrance

CITY OF TORRANCE AT A **GLANCE**

9 
staff



3,000
jobs annually

INTERVIEW WITH

Gerry Pinela

Supervisor of Central Services

LOCATED IN

Torrance, CA

PSP CUSTOMER SINCE

2008

PRINT SHOP EQUIPMENT

1 Canon Océ' 6160 Ultra+ highspeed Black and White printer,
1 Canon Océ' Varioprint 135 production printer,
1 bizhub C100 color printer with saddle stitching,
6 Konica Minolta 6501 color copiers, 1 Morgana folder,
a tabber and a digital cutter.

PSP SOLUTIONS

Print Shop Pro[®], PSP Manager, PSP Webdesk,
Account Number Validator Module, Directory Integration Module,
Document Converter Module, Template Builder Module

“For the ease of use offered in a system and the price, Print Shop Pro[®] proved to be the best fit for us.”

Gerry Pinela, Supervisor of Central Services,
City of Torrance

City of Torrance celebrated it's Centennial in 2012 and is the eighth largest City in Los Angeles County. It attracts a rapidly growing and diverse population with its 1.5 miles of beaches on the Pacific Ocean. City of Torrance is ranked one of the top safest communities in Los Angeles County and it competes globally through its myriad assets including diverse residents, flourishing businesses and safe communities. It is home to the US headquarters of American Honda Motor

Company and houses one of the top five largest malls in the United States, The Del Amo Fashion Center, located on 2.5 million square feet of leasable space.

Gerry Pinela, Supervisor of Central Services, has managed the City's print shop since June of 2007. He is a native of the City of Angels and graduated from California State University, Los Angeles with a B.S. in Printing Management.

Gerry worked in the private printing sector for 8 years prior to taking a teaching position at CSU Los Angeles. Gerry taught several printing courses at the University, including introduction to pre-press, color theory and off-set screen printing. He was then promoted to his current position where he oversees a team of 9.

City of Torrance has been a Print Shop Pro[®] User since 2008. The Central Services department is a “full service” operation offering graphic design, reproduction, bindery and mailing services and produces approximately

3,000 jobs annually which are all processed via Print Shop Pro[®].



SERVICE AT ITS BEST

We asked Gerry about his favorite types of print jobs. He shared, “I enjoy finding unique applications for our services. One of the exciting jobs we do is creating blue prints for our water department using polypropylene material.” Gerry explained, “Our engineers would be out in the field managing repairs and would have issues with plans getting wet. Polypropylene is water resistant which protects the city's plans and blue prints. And, our engineers can redline plans and drawings remain safe and undamaged. These are the kinds of things I enjoy. Going the extra mile and thinking outside the box to find a solution to our customers' unique challenges,” said Gerry.



Gerry Pinela, far left, and City of Torrance Central Services Team



KEEPING MORE JOBS IN-HOUSE

We also asked Gerry how he keeps customers from using external printers. Gerry answered, “It’s about providing great customer service and a quality finished product. We focus on giving the customer exactly what they want at a great price and often exceed their expectations.” Gerry added, “We lead tours through our shop and we invite every customer to come by and meet with us once they have submitted a job to build a personal connection.”



CHOOSING A PRINT MANAGEMENT SYSTEM

Gerry reviewed several Print MIS vendors in his search for a web-to-

print system including Avanti, EFI and PrintSmith. Gerry shared, “I was impressed with the ease of use Print Shop Pro® offered. We were going from a manual process with jobs coming in handwritten or on carbonless paper so we needed something easy for customers to learn and use.” Gerry continued, “We were also managing jobs via Excel Spreadsheets, so we wanted something with robust job tracking and reporting capabilities that included easy online ordering for customers. For the ease of use offered in a system and the price, Print Shop Pro® proved to be the best fit for us.”

In addition to a passion for customer service and printing, Gerry loves to travel. He also sits on the board for the Southern California Industrial Graphics Association (IGA). SoCal IGA (socaliga.org) has members from the paper industry, in-plant print managers,

graphic designers, corporate purchasing agents and mail room supervisors in the Southern California area and helps graphic and print professionals gain industry knowledge and networking resources needed to sustain in a challenging environment.

We appreciate the opportunity to partner with Gerry and the Central Services Team at the City of Torrance and look forward to meeting their needs for many years to come. We also look forward to seeing them back again next year at the annual PSP User Group Meeting in San Diego in March!



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edu Business Solutions has been providing simple and reliable software solutions *exclusively* to in-plant print shops and copy centers since 2002. **Print Shop Pro®** is a web-to-print solution that helps increase productivity, automate processes, streamline workflow, reduce costs and improve customer satisfaction. It is being used nationwide by government facilities, school districts, colleges, universities, cities, counties, medical centers and corporate in-plants.