

# Printpack Inc.

**Company:**  
Printpack Inc.  
Atlanta, Georgia  
[www.printpack.com](http://www.printpack.com)



## Business Strategy:

Printpack believes that cooperation, honesty, and an active adherence to high moral and ethical standards results in the highest quality flexible packaging products for their customers. Printpack is dedicated to building strong, long-term relationships with their customers so they can meet and exceed customer expectations. Printpack relies on suppliers that share this same philosophy.

## Company Profile:

Printpack is one of the largest, flexible packaging converters in the United States, with a history of over forty-years of providing quality service and products to its customers. Printpack has successfully positioned itself in a variety of markets, including snacks, candy, meats, bottle labels, pet food, cereal and crackers. Some of their customers include: Frito Lay, Hershey, Nabisco, Heinz and Coca-Cola. Printpack recognizes the importance of automation, efficiency, and a commitment to quality.

## Sample Master<sup>®</sup> Pro at Printpack:

Printpack has a new Analytical Services Laboratory in Atlanta, GA that offers their customers extensive physical and analytical analysis including breakdowns, shelf life testing, and odor/aroma characterization. Printpack required a LIMS (Laboratory Information Management System) that would be user friendly and flexible to adequately match the diverse analyses that their laboratory performs such as Quality Control (QC) testing, Research and Development support, troubleshooting, problem solving, and competitive analysis.

After a thorough search of LIMS vendors, Printpack selected ATL and Sample Master<sup>®</sup> Pro LIMS because it had the core functionality that Printpack required and with some minor customization all of the company's data management needs could be successfully met. And, since the "front-end" of Sample Master<sup>®</sup> Pro LIMS is created in Microsoft Access Visual Basic, each individual or site can customize their system interface according to their specific needs.

Printpack has realized a great increase in efficiency with regards to sample login, sample tracking and reporting with the use of Sample Master<sup>®</sup> Pro LIMS. Sample Master<sup>®</sup> Pro LIMS is less restrictive and more affordable than other LIMS in the market. Because Sample Master<sup>®</sup> Pro LIMS is so flexible it can accommodate Printpack's immediate needs as well as their future needs as the marketplace, laboratory and customer requirements change.

***"From the very first time I heard of ATL and Sample Master<sup>®</sup>, all of my interactions with the company have been pleasant and professional. It is obvious that everyone knows and enjoys their job and is more than willing to go the extra mile to solve whatever issues we may have. It has been and continues to be a pleasure to work with ATL."***

**Marty Stanley, Manager Corporate Analytical Services  
Printpack Inc.**