

Case Study

Triad of Success: Quality, Cost, and Service Maintains a Long-Term Relationship



Finding a dependable label partner is essential for any manufacturer. However, for consumer brands that are household

names, having a reliable label partner is imperative for keeping recognizable products on the shelves, as it directly impacts consumer trust, brand recognition, and revenue. For Nehemiah Manufacturing, which handles marketing, product development, sales, distribution, and manufacturing for brands under license from Procter and Gamble, Model Graphics has served this role effectively.



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**Mike Pachko,
Nehemiah Manufacturing**

The two companies have collaborated for 10+ years. Nehemiah Manufacturing COO Mike Pachko first collaborated with Model Graphic during his time at a candle manufacturer in 2000 before joining Nehemiah.

One of the things that earned his favor was the disciplined approach of Steve Fleissner, Model Graphics founder and CEO.

"Steve ran an amazing business," said Pachko. "He had a very tight ship. I think of the triad – cost, quality, service. They have done a great job in those three areas."

Prioritizing Customer Service

The greatest value Nehemiah Manufacturing receives from Model Graphics is its customer service. Model Graphics' responsiveness has enhanced their operational agility, particularly in urgent situations.

"The premium of the three is its service," he states. "I can usually call them, and they can get labels turned around in a couple of days," said Pachko. "It is a huge value for us because, in our early days, our systems weren't set up so well, and if something went wrong, they could get something for us in a day or two. So, service has always been their most valuable asset to me of that triad."

In one specific instance, there was an immediate need to over-label a UPC code to sell it in another location. Pachko needed 25,000 UPC labels quickly and Model Graphics was able to deliver. The swift turnaround demonstrated flexibility and responsiveness that is uncommon among competitors.

Competitive Pricing and Consistent Quality

Model Graphics maintains strong cost competitiveness. While Pachko acknowledges cheaper alternatives might occasionally be available, he praises their competitiveness and consistently ranks their pricing as "top tier."

Quality has remained consistently high throughout the partnership. Although occasional issues arose, Model Graphics swiftly and effectively resolved them. Even during the challenging post-pandemic period, the company promptly addressed disruptions, demonstrating resilience and commitment to high-quality standards.

"Everybody stubs their toe now and again on quality, but over the years, they've had very few issues. They were among the top three suppliers of Nehemiah for years," explained Pachko. "They had one down year post-COVID when they couldn't get good employees, but they came back from it, and they're back on track with great quality again."

Long-Term Reliability and Trust

Reliability significantly contributes to a lasting partnership. Pachko shared that during COVID-19, concerns over supply continuity prompted them to explore alternative suppliers. However, Model Graphics' dependability reinforced their decision to maintain the partnership. Pachko notes, "Model has 80% of the dollar value of our business, if not more."

Exceptional Communication

Communication is another notable strength of Model Graphics. Abby Fleissner, a customer service representative, regularly impresses Pachko with her responsiveness. "I'm surprised when she doesn't answer her phone, and I'm even more surprised when she doesn't call me back within half an hour to 45 minutes," he remarks, emphasizing how her attention improves collaboration efficiency.

Pachko also values the genuine and enjoyable working relationship with Model Graphics, praising their ethical character and interpersonal approach. "They are good people—not just good at what they do but ethical ... good character. Not every supplier is enjoyable to work with. These guys are a pleasure to do business with beyond just trading parts for money," Pachko notes.

Model Graphics' consistent delivery of outstanding service, competitive pricing, and quality products positions them as a valuable partner. Their flexible and responsive approach significantly benefits operational effectiveness, solidifying their reputation in labeling solutions.

Partnering for Your Labeling Success

Are you ready to work with a true labeling partner - one that will listen to understand your needs and be there when you need them.

Get a strategic approach to labeling that saves you money, meets your deadlines, protects your brand, and delivers value!

Let's Talk! Schedule a consultation to discover how to improve your labeling strategy and reduce costs.

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