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Platinum Press Wins Big by Listening to Clients

Their newly built facility allows the company to better serve their Northeast customers.

By Michelle Maskaly, Editorial Director

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When [Platinum Press](#) decided to open another full-service manufacturing facility, they didn't go to some big consulting firm, or hire a pricy consultant for advice.

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Instead, they listened to their customers.

It's actually something that the company prides itself on, and has been doing since it started supplying healthcare packaging products.

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"We took the lead from our clients," said Andrew Vale, Senior Vice President of Corporate Strategy and Development at Platinum Press.

Drinking a cup of fresh-brewed coffee in the mostly open-floor-plan office space of

their new 150,000-square-foot manufacturing facility in Oakland, N.J., Vale explained how they settled on the northeast.

"A majority of our clients were in the tri-state area," he said.

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He went on to explain, that having a second, fully functioning plant that was almost an exact copy of their first plant in Grand Prairie, Texas, the company would be able to turn around product faster for their clients in the area.

It was clear the expansion was necessary after the company doubled its sales in just over two years. They are currently using about 50,000-sq-ft of the total building capacity, giving them a lot of room to expand as needed in the future.

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It's hard to pick just one thing that stands out the most when touring their new facility. It definitely makes a good first impression.

The clean, modern office design with various-sized prints of the machines used at the facility hanging on the walls, gives the office a warm, welcoming feel, as does the clear glass offices and conference room.

An outdoor area for employees to eat in the nice weather, and a large, fully-functioning kitchen and lunchroom gives it an intimate appeal.

It is a stark difference from the shell of a building the site once was.

"We really wanted to showcase the monochromatic, clean, pharma look," Vale explained as he opened the doors to the manufacturing floor.

Goal accomplished.

Some of the features include a pharmaceutical-grade floor, state-of-the art machines and digital presses.

Specializing in a full line of printed packaging components, including specialty labels, folded cartons and printed literature, the use of new technology is one of the things Platinum Press really wanted to make use of with the new facility.

What might be the most impressive, and unique, aspect of the new facility is the connection to their other facility in Texas.

Everything is integrated.

"We wanted to develop the company from the ground up, and replicate Texas," Vale explained. "Color, PA systems, they way it looked, instead of two different sites that worked autonomously."

So, for example, the announcements over the public address system are heard by employees at both locations.

Also, both locations have the capabilities of producing the same items. So, if bad weather hits one part of the country, it doesn't impact a project at the other facility.

Completed in November of 2015, the new facility now allows Platinum Press to strengthen the company's position in the northeast market while also improving turnaround time to local customers.

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