

The logo for Optamark features the word "optamark" in a lowercase, sans-serif font. The letter "o" is white, while "ptamark" is in a dark blue color. A small, colorful icon resembling a water drop or a stylized 'a' is positioned to the right of the text.

## ChemArt Gains Business Synergies with Optamark

The ChemART logo consists of a circular emblem on the left containing a stylized white 'A' on a dark background. To the right of the emblem, the word "ChemART" is written in a white, serif font.

### Company Background

ChemArt was founded in 1976 by Richard Beaupre, a pioneer in photo chemical machining. ChemArt has become a recognized leader in the manufacture of precision etched components utilizing Richard's unique and innovative process. We are a vertically integrated company, located in Lincoln, RI, with two facilities covering over 55,000 square feet. In 2001, ChemArt became the first Rhode Island Company to achieve ISO 9001:2000 certification, and subsequently proceeded to ISO 9001:2008 certification in 2009. Today, ChemArt maintains ISO 9001:2015 certification.

### Challenge

When ChemArt expanded their operations and workforce, the company realized it needed to streamline the ordering and reordering for all of their print and promotional needs and to make it easier for their employees and stake holders to place orders online. This initiated a search for a print service provider who would not only fulfil their printing needs but also design an online portal with their branding and products.

### Solution

In 2015, ChemArt chose Optamark's Company Branded Storefronts to meet its web-to-print needs. The fact that it was an easy-to-use and affordable cloud-based solution was important in the selection process.

*"We have been very impressed with the results we have received with Optamark's Company Branded Storefronts," said Candice Santos, Purchasing. "We initially used it purely for digital jobs but soon discovered that it had a role to play in commercial print as well, giving our employees and stake holders a clean and easy way to centralize ordering and manage inventory." Candice reports that the company currently has different departments using Optamark's Branded Storefronts.*

### Results

"Optamark Graphics has helped us in many ways," Candice stated. "A typical use case before Optamark Graphics was visiting cards. They were being ordered using Excel spreadsheets and the process had a lot of opportunity for error. In addition, approval times were long and it was hard to track orders through the system. Now those orders are placed through Optamark's Company Branded Storefronts, approved at time of order placement by the customer and passed through the rest of the workflow, with no errors."

Candice cites one department that operates with a nationwide dealer network, who was having difficulty ordering print. "By putting it all online," she says, "they are now easily able to collate orders, manage distribution lists, and place and track their orders. It also lets them place orders directly and eliminates manual updating of spreadsheets and the back and forth of approvals. It's a win/win for them." Another ChemArt department had difficulty managing price lists. They also maintain about 400 artwork items. "Updating and managing changes was a nightmare. Now that we have moved everything into Optamark's Company Branded Storefronts, it is a breeze!" Candice concluded. "We see a great deal of opportunity to expand usage of the system, and that will benefit everyone."