



MIDSTATES PRINTING, INC.



QUALITY QUICK PRINT

# Midstates Printing, Inc.

Staying on the

# Leading Edge

from the Middle of  
America



The roots of Midstates Printing, Inc., run deep into the plains of the Dakotas. The company started as an in-house cold web printer for a monthly agriculture magazine in the 1890s. In the 1960s the name changed from Dakota Farmer Magazine to North Plains Press where the business model was commercial printing. In the 1970s Roger Feickert, a young man fresh off the farm, entered the business as a production line worker. He worked there on and off until 1977 when he became the production manager. In 1979, against the advice of his superiors, he decided to start his own company named Quality Quick Print. His philosophy was, and still is, if you provide outstanding customer service with a super quick turnaround, you will be successful.

In 1986 North Plains Press went bankrupt and Roger and a group of investors bought the assets. He renamed the business Midstates Printing, Inc. Roger began his quest to grow the business by making cold calls to New York City. QQP stayed strong on the local side while Midstates grew and grew. They started with one cold web press, two one color sheetfed presses, and a saddle stitcher. With the geographic limitations of being located in the northeast corner of South Dakota, Roger knew he had to be self sufficient. Midstates did its own mailing, list processing and most of its own maintenance on equipment.

Now Midstates Printing, Inc., has several divisions with a solid core of printing and binding. Some of the businesses outside the core are Creative Signs & Graphics, Hub Multimedia Engineers and Stitchwear Unlimited.

Midstates houses 4 heatset presses, 2 coldweb presses, 2 sheetfed presses, 9 saddle stitchers, a perfect binder, an inserting machine, and a poly bagging machine; there is no commercial print job they cannot tackle.

QQP houses a small format four-color press, 2 two-color presses, and a perfecting press; they also have die cutting equipment and a booklet maker. They have a retail environment with self service copy machines and office supplies. QQP also produces all variable data printing.

Creative Signs & Graphics focuses on vehicle graphics, signage, trade-show graphics, banners, posters, POP, and full color digital printing.

Hub Multimedia Engineers was founded out of the necessity to provide digital and e-solutions for our client base. It's no secret that consumers and businesses are getting their information from the Internet, smart phones, and digital billboards. Hub Multimedia Engineers provides solutions such as database management, e-mail campaigns, PURLs, market research, tracking, analytics, and variable data publishing and printing.

Stitchwear Unlimited is an embroidery company that produces custom apparel for businesses and consumers. The goal is to help people represent and brand themselves whenever and wherever they are.

Midstates Printing, Inc., has some core competitive advantages when it comes to running a business. They maintain an intense level of business operation. They always challenge their people and equipment to operate at peak performance. This philosophy has been handed down from Roger to his executive management team consisting of, Dave Burgard (General Manager/CFO), and sons Matt Feickert (Production Director) and Justin Feickert (Director of Sales & Marketing).

Also a core advantage is the Midwest work ethic and the geographic location. On occasion, they will be sitting across from a CEO of a company in New York City, and they will have to explain that they are from South Dakota, not North Dakota, in order to get their prospect to think they're legitimate.

Another competitive advantage is the robust information system that Midstates Printing, Inc., uses. This system has modules consisting of customer relationship management, sales enquiries, estimating, inventory, scheduling, order management, data collection, and job costing. They can take a job and compare how much it was bid for, how it actually ran, and whether that particular job was profitable. Then decisions can be made based on whatever variables are chosen. This is all in real time and accessible from any Internet connection in the world.

Matt Feickert has been with the company for 9 years and has been responsible for the implementation of a complete CTP system as well as a soft proofing system. He has also been responsible for numerous production installations and additions to the production facility. The facility has grown from 30,000 sq. feet in 1994 to more than 140,000 sq. feet.

Justin Feickert has been with the company for more than 5 years and has been responsible for the startup of Hub Multimedia Engineers as well as Creative Signs & Graphics and Stitchwear Unlimited. He understands the importance of expanding the core and developing ancillary services that are close enough to the core to be profitable yet help clients market their projects in non-traditional ways. Company sales have doubled in 5 years from \$17 million to \$35 million.

Dave Burgard is the company's General Manager and CFO. He has been responsible for implementing an accounting system with specific revenue centers tied to each department as well as detailed cost allocations to each of those departments. He also has implemented initiatives in the postal optimization, fulfillment, and warehousing arenas. He takes care of all of the financial responsibilities of the company and oversees the entire Human Resource operation.

Midstates Printing, Inc., has more than 300 dedicated team members. They grow people from within most the time, but have recently been recruiting from outside the geographic region. Their philosophy is that you just cannot teach what someone with 15+ years of experience has when they come from another plant. Also they bring fresh ideas and a new perspective to the operation.

The future for Midstates Printing, Inc., is bright. The company has all the tools and infrastructure to help its clients get the best results they can for their marketing dollars. If you need a logo put on anything from a catalog to a website, a vehicle to a tradeshow display or a polo shirt, Midstates Printing, Inc., is the place to call. For more information about Midstates Printing, call 800-658-3354 or visit [www.mqprint.com](http://www.mqprint.com). ■

