



# Modlich Engraving - In Step with Tradition, But Ahead of Its Time

**Product Spotlight:**  
 GRAPHIX ADVANTAGE® Elite™  
 Monument Edition  
 GS750™ Plotter

**Modlich Engraving, Inc.**  
 Columbus, OH

Dan Modlich, owner of Modlich Engraving, Inc. in Columbus, Ohio, is definitely ahead of his time. Modlich has been relying on Gerber products to streamline his drafting and stencil cutting process in his retail monument company since the mid-1980's.

When Modlich purchased his first Gerber automated equipment well over a decade ago, it consisted of a console-based lettering system called the Signmaker® IVB. Now, ten years later, Modlich Engraving is outfitted with Gerber's GRAPHIX ADVANTAGE® ELITE™ for Monuments software – created especially for memorialists – which is designed to work in conjunction with the shop's original Signmaker IVB and a newer GS 750™ sprocket plotter, also manufactured by Gerber.



One distinct advantage of his system is its ability to rapidly and accurately output full-size drawings, historically a very time-consuming task. So much so, in fact, the shop often tried to avoid it in the past, although as Modlich explained, to do so was risky. "If you didn't take the time to produce a drawing, which in most cases had to be full-size, and the customer wanted changes after the monument was finished, then you had a serious problem on your hands," he said.



Today, the Gerber Monument Products enable the shop to provide approval drawings for 99% of its orders, and customer satisfaction has increased as a result. "Since clients are able to see their memorial immediately and make desired changes on-the-spot, they are assured that their finished monument will be exactly what they want. Thus, the system allows us to enhance the services we offer our customers and strengthens our customer relations," Modlich observed.

Between monument production and commercial jobs, Modlich's workload has increased dramatically since automating.

And although the shop definitely has a heavier workload now, productivity has actually increased. "Each layout person preparing and cutting sandblast stencils can complete four



times as many pieces per day than was possible by hand," Modlich estimated.

In addition, the Gerber equipment enables shop designers to spend more time on the design process instead of on time-consuming handwork. This allows more time for experimentation and creativity thanks to the system's added ability to quickly manipulate lettering, import clip art, scan artwork, edit existing designs, etc.

Of all the advantages automation has brought to Modlich Monument Co., the shop has benefited most from the increase in productivity and efficiency. Large projects can run all day and all night on the equipment. And, now that it is possible to produce accurate smaller size drawings, these can be conveniently faxed back and forth during the approval process.



Modlich acknowledged the effect of automation on his bottom line. "A lot of our work, such as lettering, is repetitive," he said. "The computer can perfectly duplicate a font or carving over and over, so there's a tremendous increase in the amount of work that one person can accomplish in a day's time. Labor expenses can be kept to a minimum."

Modlich Engraving also has the ability to work directly from files sent to them on disk by other designers, thanks to the open architecture of Gerber's software which allows it to read many file formats. According to Modlich, these customers feel more comfortable knowing that their designs will be imported directly. "They know it will be cut exactly the way they designed it. There are no changes; and they don't have to worry about us misinterpreting what they've designed," he stated.

With the capabilities added by the system, landscape architects, public parks, and various other sources also provide work. Now Modlich has the ability to bid on larger projects such as veterans' memorials. And the system allows him to create them easily. "For larger jobs, especially jobs with hundreds if not thousands of letters, you have to create everything on the computer. It's not something that you could feasibly do by hand," he noted.

Modlich has only positive things to say about his decision to automate with Gerber. "The design flexibility that this system provides enables us to do whatever we need to do. The possibilities are endless."

Visit the Modlich Engraving web site at [www.modlich-monument.com](http://www.modlich-monument.com); or you can reach them at:

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