



Oakley Monuments: Known for Creativity

Product Spotlight:
GRAPHIX ADVANTAGE® ELITE™
Monument Edition
GS750™ Plotter

**Oakley Monuments
Greensburg, ID**

Without any special artistic or technological know-how, David Oakley, owner of Oakley Monuments, has won a reputation among his customers for being able to create almost any design.

David's retail and wholesale company in Greensburg, Ind., does its own monument sales, drafting, and sandblasting; and he is responsible for all of the layout and cutting. Prior to purchasing GRAPHIX ADVANTAGE® ELITE™ design and output software, a GS750™ plotter, a digitizing tablet (all manufactured by Gerber Scientific Products, Inc.), as well as a color scanner, David sketched all of the drawings on paper, transferred them onto rubber stencil, and then cut the stencil by hand. He averaged five jobs per week.



Since automating, the number of jobs he completes per week has more than doubled. According to David, "There are no words to describe what automation has done for my productivity. It cuts time in half or better. Not only are layouts easier to create, but you can work on other jobs while the plotter is cutting the stencil."

The multiple advantages of the Gerber system are all linked: This more efficient method of creating layouts has increased productivity and creativity, which has, in turn, lead to more sales. David also explained the advantages from the customer's point of view.

"The computerized layout process makes it possible to show customers the design right on the screen instead of having to sketch it by hand. I can choose from hundreds of designs and lettering styles. Changes can then be done right before their eyes until the memorial design is just the way they want it. You get more sales from showing somebody how the monument will look rather than just telling them, because seeing it beforehand gives them a sense of security. Then, the customer can keep the printout and bring it home to



show the rest of the family.”

Oakley Monuments archives all of their designs on the computer, so if a customer chooses a stored design, it takes only a few minutes to change the text. Some of these designs are quite original because the Gerber system makes it easy to design monuments using different shaped stones. The quarry will cut stones to any size or shape, using the paper printout as a guide. After the stone is sent to Oakley Monuments from the quarry, the lettering and design are completed at the shop.

David also reported that the equipment has been very reliable since he purchased it in 1995. In addition to the quality of the equipment, Oakley Monuments also benefited from Gerber’s solid service. David described frequent calls to his distributor when he first started using the system. “They were very knowledgeable and could answer most of my questions even before I gave them all the details!” Gerber’s training has provided him with some useful shortcuts which help to make his business that much more productive.

Finally, he commented on the decision to buy Gerber Monument Products. “Gerber was far more advanced than any of the other brands we investigated. In addition, our quarry in Georgia told us Gerber was the best. We definitely wanted to buy the best...and we certainly did!”

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