

Pace Performance speeds up its parts shipping process and reduces expenses with Lexmark's X642e multifunction printer.

## Pace Performance revs up order fulfillment with Lexmark X642e

### The Organization

As America's top distributor of GM Performance Parts, Pace Performance can't afford to keep its automotive and truck customers idling. Through its fast-growing Web site and its Niles, Ohio retail superstore, Pace processes nearly 100 outgoing orders every day for products ranging from truck accessories up to complete replacement engines and transmissions.

"Our customers are all about speed and performance, and Pace is no different," said Parts Manager Chuck Fitch. "We demand the same when it comes to creating the documents that we need to pick, pack and ship every order."

### The Challenge

Using a single non-networked printer and separate copier and fax devices was good enough for its business several years ago. But as Pace's business grew and more employees were hired, this approach could no longer keep up. The current solution is slow to print and each device requires different service procedures, equipment leases and toner cartridges. As a result, Fitch decided the time was right to consolidate Pace's separate devices into a modern, high-performance, single-vendor networked solution able to meet future demand.

### The Solution

Pace Performance chose the Lexmark X642e multifunction printer (MFP). A high-resolution monochrome laser MFP capable of delivering output at speeds up to 45 pages per minute, the Lexmark X642e incorporates a business-class scanner with a 50-page-capacity automatic document feeder.

After years of operating multiple devices, including a single-sheet scanner, the X642e is a significant step up, providing Pace with print,

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—Chuck Fitch  
Parts Manager  
Pace Performance  
Niles, Ohio  
[www.paceperformance.com](http://www.paceperformance.com)

copy, scan, and fax capabilities all in a single high-quality unit – and at a lower total cost of ownership.

"The quality of the printing and scans are so much better," said Fitch. "And, it is as easy to use as your local bank ATM. Our cashier can put her documents into the automatic feeder, push the button and the job is finished," said Fitch. "It's so much faster than the copier we had before."



Equipped with a large, graphical touch-screen operator panel, the X642e functions are clear, intuitive and unmistakable. "The clarity of the touch panel on the X642e eliminated any user apprehension among our 32 employees," said Fitch. "Everyone who has walked up to it has been able to use it without any training at all. The touch screen just makes it easy for anyone to figure out."

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Installed in minutes and equipped with out-of-the-box Ethernet connectivity, Pace now relies on its networked X642e to print order fulfillment pick tickets, customer invoices and detailed packing slips.

With its Web business increasing dramatically each quarter, Pace plans to integrate its Lexmark X642e into the company's next major systems upgrade: installation of an online automotive parts information solution from ProQuest® Automotive.

### The Results

By replacing its older fax machine, copier and printer with the Lexmark X642e MFP, Pace improved performance, saved space, reduced operating expenses, simplified maintenance, and eliminated the need to stock three different toner cartridges.

Fitch is now looking at installing another Lexmark X642e in its shipping and receiving area so that bills of lading can be printed. And, Pace's Marketing Director is planning to use the device to print custom marketing materials and envelopes to distribute coupons and announcements to hundreds of key customers instead of sending those out to a production facility.

As Pace Performance's business continues to speed up, the Lexmark X642e multifunction device is a key component helping it stay in high gear.

Lexmark X642e

