



IN THE BUSINESS OF YOUR SUCCESS®

What ADP TotalSource® clients are saying



PRINTER

Design Mark Industries leverages the infrastructure of a PEO for effective employer administration

Founded in 1971 as a screen-printed label manufacturer, today Design Mark Industries produces custom-designed and manufactured-to-order membrane switches, graphic overlays, flexographic labels, and functional die-cut products at its ISO-certified facility in Wareham, Massachusetts. Companies in the consumer electronics and medical equipment industries are prominent among Design Mark's customers.

When John Winzeler, president of Design Mark, bought the company in 2007, he arrived with the skills, savvy, and expectation levels shaped by his management experience within much larger organizations. With only one of Design Mark's 80 employees assigned to the HR function, he outsourced critical business needs as would a general contractor – payroll processing to ADP, HR-related transaction activities to another service provider, and benefits management to an insurance broker that he had worked with for years.

The need for scalable technology and infrastructure

However, as his business grew and the compliance complexities of being an employer kept expanding, Winzeler took a fresh look at how Design Mark could effectively streamline its employer administration. He explains, "At that point, we needed scalable technology, assistance keeping up with employer compliance rules, and, ideally, somebody you could call to get quick answers. Someone who could help you work through employee, compliance, and payroll issues."

As a result, Design Mark entered into a Professional Employer Organization (PEO) relationship with ADP TotalSource®, a leading PEO. Under the arrangement, Design Mark outsourced its HR and employee administration to TotalSource®, which became a co-employer.

SNAPSHOT

Client:

Design Mark Industries
Wareham, Massachusetts

Description:

Manufacturer of specialized graphic overlays and labels

Workforce:

About 80 – all in Massachusetts

Website:

www.design-mark.com



Selecting “the complete package”

“I am a generalist,” says Winzeler. “I was quite skeptical of a PEO relationship at first. I had concerns about a second organization, ADP, sharing responsibility for my employees. As I began to deal with the HR experts at ADP, my skepticism disappeared. That’s probably why I ended up viewing TotalSource as ‘the complete package’ for my business. I now have a large company HRIS system in a small company environment – a fully integrated HR system to manage our employees and their needs. Compliance worries are gone. Routine transactions, like collecting employee time and processing benefits requests, are handled through the PEO.”

In addition, TotalSource provides Design Mark with the services of a Human Resource Business Partner (HRBP). “Our HR Business Partner is fantastic. He is a call away, but also comes on-site when needed,” notes Winzeler. “He brings the skill sets to answer most questions and knows how to get answers quickly when he doesn’t know the answer. He has proven to be invaluable.”

“The ADP PEO experience blends everything together. The technology is excellent. The price is right. We have large company buying power.”

Crucial assistance to survive unexpected leadership changes

Faced with the sudden departure of two of Design Mark’s senior leaders, Winzeler was forced to confront serious operational issues in on-site management. He vividly recollects how the rapid response of his TotalSource HRBP magnified the worth a PEO relationship brings to the table when unplanned events take place.

“On the very first day, our HRBP was right here, on-site, working with us to keep processes up and running and expertise at the ready,” Winzeler recalls. “He and the ADP staff he called upon to help us get through those tough days showed me that we had chosen the right solution, because that right solution came with real experts in all functional areas of HR.”

He adds, “I had to face some tough employment administration issues with those departures. The expertise and hands-on assistance from TotalSource was instrumental in helping us get from an out-of-the-blue crisis to putting a new internal business team together. Without ADP TotalSource being there for us, my company’s internal crisis could have jeopardized our entire business.”

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Bending the curve on HCM concerns

Another area of potential concern to Design Mark and many other businesses is Health Care Reform (HCR). Winzeler feels confident that ADP TotalSource will keep abreast of the Affordable Care Act’s regulatory demands. “TotalSource knows the Health Care Reform landscape. They aren’t going to get lost in the complexity.”

Why ADP TotalSource – instead of choosing a competitor or going it alone?

Winzeler says that ADP TotalSource provides Design Mark Industries with many sound reasons to be a client. Among the ones he highlights:

Automated Time and Attendance – “The ADP TotalSource solution is a lot more than an automated tool that accurately collects time and sends it over to payroll. It makes labor tracking much easier, because we have different shift times. The reporting capability it gives you is also tremendous.”

John Winzeler, President

General Ledger Interface – “We have the capability to electronically bring transactions from ADP payroll and load them into the Design Mark general ledger. It is quicker and faster than what we had done before and we know what our costs are. This interface makes our closing process so much easier every month.”

John Winzeler, President

Retirement Savings Benefit – “This is a great way for a company of our size to offer ‘big company’ benefits. Our employees – the plan participants – get to select from a nice array of investment choices. They can also go online, see their investments, and plan. Deductions come right out of payroll. ADP TotalSource makes it easy to offer this benefit.”

John Winzeler, President

The Entire TotalSource Experience – “The ADP PEO experience blends everything together. The technology is excellent. The price is right. We have large company buying power. And our TotalSource HR Business Partner – the person who brings all the expertise and best practices together – is like having an HR manager on your staff.”

John Winzeler, President

To learn more about solutions available to you log in to My TotalSource at www.mytotalsource.com.

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