



## Cushing Upgrades Management information System Software to CushIQ

**Chicago, Illinois – July 30, 2019** - Cushing, a leading display graphics company in Chicago, today announced they have upgraded their management workflow software to CushIQ. Development began after Cushing selected New Zealand-based printIQ to implement, earlier this year. The platform streamlines quoting, billing, and orders into one central database.

“The transition to CushIQ ties all facets of quoting, production and our unique customer workflow together,” said Joseph X. Cushing, Executive Vice President at Cushing. “With increasingly sophisticated project needs, the efforts will optimize internal processes, project output, and improve the overall client experience.”

2019 marks Cushing’s ninetieth year serving the Chicago business community. A month before the 1929 stock market crash, Cushing began providing blueprints to the (AEC) architecture, construction, and engineering industries. Reprographic needs shifted, leading management to invest in digital presses, wall graphics imaging and finishing equipment. CushIQ is a natural progression to provide seamless workflow to clients with evolving project requirements.

“Upgrading our workflow management software provides optimal tools to complete increasingly complex customer projects,” said David Parkes, Director of Information Technology at Cushing. “CushIQ helps to efficiently streamline and anticipate new customer needs.”

From preset product templates to complex, multi-faceted outsource requests, the system is configured to accommodate various project types. It includes custom reporting, tailored to Cushing specifications and supports inventory management and invoice automation. An internal factory manager provides a user-friendly framework for team members to manage the production process.

[Cushing was named a top Clutch.co service provider](#) in Chicago, and this upgrade solidifies a commitment to efficient workflow and client support. CushIQ enhances present and future efforts, for a growing customer base in Chicagoland and throughout Illinois.

### **About Cushing**

Since 1929, Cushing has assisted businesses, large and small with printing & graphic solutions. From beginnings in blueprinting, evolving to digital imaging, and now large format environmental graphics, the family-owned business has transformed with technology. A city of Chicago-certified Women-owned Business Enterprise (WBE), business-to-business professionals count on Cushing for print services that increase sales and enhance brand awareness. [Named a Better Business Bureau Torch Award winner](#) and [Loyola Small Family Business of the Year in 2018](#), browse our website and meet the faces behind the fonts. [www.cushingco.com](http://www.cushingco.com)

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