



Client: Category 7 Laboratory

Project: Low-cost, Customized Req Forms

Low-cost, Customized Requisition Forms for Laboratories

PRINT SERVICES AND
CUSTOM DOCUMENTS

SECURE DOCUMENTS

EXPRESS LAB SOLUTIONS

Our Challenge

A client approached GO2 Lab Media with a vision to expand into laboratory testing services. It aimed to explore a niche testing market to identify potential opportunities. However, it faced significant barriers: high initial investment costs and the need for customized requisition forms for each participant.

Its initial project scoping suggested the need for an on-site print room, additional labor and printing hardware, making the venture seem daunting and expensive.

Our Solution

GO2 Lab Media stepped in with a game-changing solution: the ExpressReqs™ program.

This innovative program merges print expertise and cutting-edge technology to offer a scalable solution for laboratory requisition forms. We provided the lab with customizable forms and labels, along with our ExpressReqs™ software platform.

The lab could upload participant data files, and the software would swiftly generate alphabetized, print-ready PDFs. These could be printed on-site using a standard desktop printer, right at the time of collection.

Our Results

The laboratory was empowered to enter the testing market with ease and efficiency.

By significantly reducing the initial investment, the lab could offer superior service with the customized forms required by its end clients. Today, our client continues to thrive in the lab testing market, leveraging ExpressReqs™ to maintain a competitive edge and attract new business.