

Pixel!FX Products in Action

Pixel!FX Helps User Cut Costs

Golf Bag Manufacturer Values Not Only Software Features, But Also Product Support

Burton Golf, Inc., headquartered in Jasper, Alabama, has manufactured golf bags since 1923. Founded in 1907, the company originally made horse harnesses,

Burton Golf relies on Pixel!FX to scan material swatches for golf bags and to create a catalog in-house.



“By doing the catalog ourselves, we can cut our expenses in half.”

**Thomas Nantz,
Director of Graphic Design**



The Golf Bag To Shoot For.™

Mentalix, Inc. By using Pixel!FX, Nantz has seen several benefits — not only cutting his company’s expenses, but also saving time through relying on Mentalix’s customer support.

“Before we had Pixel!FX, we used another package for scanning,” Nantz says. “But when we upgraded our operating system, we had problems ... we needed software from a company that could provide more support.”

In his search for a scanning application, Nantz obtained literature on several products. However, only Pixel!FX and one other product were compatible with

both his OS and his scanner. He could not get a demo of the other product, and it was more expensive than Pixel!FX.

“Pixel!FX has more features than the software we were using before,” Nantz says. “It’s more than just a ‘press scan’ package, and it also has editing features which I use for enhancement and cropping.”

Nantz especially likes Pixel!FX’s filters, which can be applied while scanning to adjust image quality. “The filters improve a lot of things,” he elaborates. “They give you more precision in scanning materials. Problems with scanning materials that are reflective or are affected by light can be eliminated. That’s a benefit I didn’t have in the other package.”

Nantz has found that Mentalix also provided the product support he needed. He relied on the Mentalix Technical Support department for assistance when he had to reinstall and alter files for the new operating system, and again when he received a new computer.

“We’re very happy with the whole company,” Nantz says. “The sales and support departments have both provided a lot of support since we purchased the software.”

“The initial reason we purchased Pixel!FX was to scan the material swatches, which are then applied to 3-D models of golf bags in Alias Wavefront software,” Nantz says. “We print the model and send it out to a customer who’s interested in that bag, with their logo on it.”

Having used Pixel!FX for one year, Nantz has discovered additional ways to utilize the software, resulting in reduced expenses for Burton Golf. For example, with Pixel!FX, he is able to scan photos in-house for the company catalog. “Some of what we’re using the scanning software for is for pictures of our personnel, our embroidery department, our expansion facility, etc. By doing the catalog ourselves, in the end run we pay less for our catalog, which is important. We can cut it in half, or almost half, and that leaves more money that we can spend on other things.”