

Orgoman Case Study

“Without Mimeo, we never would have made it.”



In 2005, Dr. Jim Romano and Nancy Ritchie Steen started Orgoman, a private tutoring company for students preparing for exams like the Dental Admissions Test. Within the first two years, Nancy declared that they needed to find a new print and fulfillment partner. She settled on Mimeo - and soon discovered it was an essential solution to growing their company.

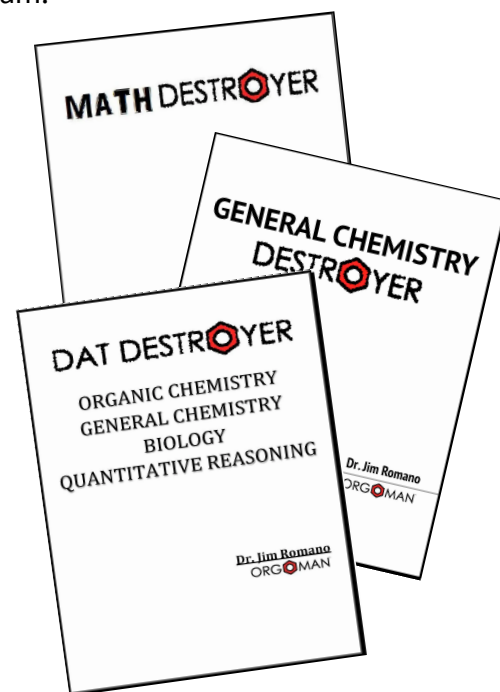
The Orgoman Books

To start Orgoman, Dr. Romano wrote the first of eight Destroyer books – test study guides designed to help students master the necessary science for entrance exams. The DAT Destroyer book is close to 600 pages, filled with detailed explanations that helps students score high on the exam.

Before Mimeo

At first, the Orgoman team relied on Staples and a local copy shop to print and bind their Destroyer study guides. Sometimes, this involved traveling three hours to pick up the books and three hours home. Then they would distribute the study guides to students in their classrooms.

This process was both time-consuming and error-prone. In addition, it limited the Destroyer books to in-person students. While Orgoman was rapidly growing, that still left out many students who were not in the region or couldn't afford private tutoring.



With Mimeo

Switching to Mimeo was an easy decision for Orgoman. Now, Nancy manages print projects in minutes instead of hours, and neither she nor Dr. Jim need to lug boxes of binders from a print shop to a classroom. Plus, if they ever need to update a book, it is as simple as uploading a new file, rather than throwing away boxes of obsolete material.

Printing with Mimeo also made it easier for Orgoman to expand their business. In addition to offering in-person test prep, Orgoman could now offer Destroyer books to students who couldn't afford private tutoring. Since switching to Mimeo, Orgoman has shipped Destroyer books to all 50 US states, territories including Guam, and Canada.

“Without Mimeo, we never would have made it. As the business grew, we had to ship to all books all over the United States including Canada. Mimeo made that possible.” -

Dr. Jim Romano, Co-Founder, Orgoman

15 Years of Success with Mimeo

For Orgoman, distributing training content is crucial to its success. With Mimeo as their partner, they could expand from small, classroom-based tutoring to a variety of services including in-person training, Zoom-based classes, and ad hoc study guide sales to remote students.

“I’ve never considered another vendor because Mimeo is such a great partner. It is easy to use, there are hardly ever any errors, and the customer service is better than any other company I’ve ever worked with.” - Nancy Ritchie Steen, Co-Founder, Orgoman

About Orgoman

Orgoman, LLC is the leading provider of online DAT Exam preparation for dental school admissions. Their flagship product, DAT Destroyer, has helped tens of thousands of students get into dental and medical schools across the United States. Orgoman is committed to providing the highest quality products and services to customers and helping them achieve their academic goals.

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