

Print Operations Unshaken by Winter Storm Fern

CASE STUDY



The Challenge

In January 2026, Winter Storm Fern disrupted day-to-day operations across multiple states nationwide, including Tennessee and Pennsylvania, home to two of RevSpring's three print facilities. For about 72 hours, RevSpring lost access to both sites at the same time; creating a rare, high-stakes continuity test.

Meanwhile, print communications couldn't wait. Despite the disruption, RevSpring was committed to delivering 11+ million mail pieces with the same speed, accuracy, and reliability customers count on, without exposing them (or their patients) to any strain.

// We didn't want customers or patients to experience any of the issues or operational challenges that RevSpring was facing due to the storm."

— Eric Hollingsworth, VP of Operations

The Solution

RevSpring's Operations team activated its Business Continuity Plan well ahead of the storm's arrival, days in advance, and moved quickly to protect production schedules and customer commitments.

Designed for dependable, high-volume production, RevSpring operates three strategically located, company-owned print facilities across the U.S., in Phoenix, AZ; Nashville, TN; and Oaks, PA. This footprint provides built-in redundancy, helping protect on-time delivery at scale and ensure customer communications continue without interruption, even when disruptions or disasters occur.



Phoenix, AZ



Nashville, TN



Oaks, PA

Key actions included:

Rapid load balancing to Phoenix:

With two facilities impacted, production was heavily shifted to the Phoenix, AZ site to maintain throughput.

Technology-enabled agility:

Unlike rigid print tech stacks common in the market, RevSpring can re-route print work quickly across sites, supporting real-time agility as conditions change.

24/7 operational excellence:

RevSpring's Factory Systems team remained closely connected to print operations throughout the event, ensuring systems and workflows stayed synchronized across teams and platforms.

// At RevSpring, I can literally take a piece of mail and move it across the country in a matter of minutes. This would not work if our platform teams did not tie into a common system, all of our platforms have a strategic goal to enable the print side of our business to react quickly."

— Eric Hollingsworth, VP of Operations

The Result

Despite losing access to 2/3 of production capacity for three days, RevSpring maintained delivery performance and protected customer commitments at scale.

 **11+ million**
mail pieces produced during
the three-day event window

 **98%**
SLA attainment reported
during the storm

 **Zero**
impact to customer continuity

// RevSpring's Print Team was proactive, our technology is nimble and resilient, we can quickly move work between sites and meet customer commitments, and we are incredibly proud of this success!"

— Eric Hollingsworth, VP of Operations