



## PRESS RELEASE

# *High Point Enterprise taps GIS for inserter "Optimization Training"*

**High Point, North Carolina** The *High Point Enterprise*, a Paxton Media Group newspaper, contracted post press and mailroom specialty company, **GIS**, to conduct two weeks of on-site post press mailroom "**Optimization Training**".

"We first identify and document the customer's specific training requirements and then focus our **Optimization Training** to achieve a minimum 20% efficiency improvement", stated **GIS** president Randy Seidel. "We thoroughly study all shifts of production to help us formulate the on-site **Optimization Training**,"



**Paxton Media Group's Bob Morris and Mike Weafer flank GIS president Randy Seidel during the recent inserter installation.**

Following the **GIS Optimization Training** operational analysis, **GIS** develops training area recommendations, including "down-time offenders", and then implements a specific action plan designed to improve inserting department throughput by a minimum of 20%. **GIS** also accelerates the use of all existing automation currently owned by the customer. The company also inspects the entire inserting system equipment, identifies all potential issues and provides the customer with detailed recommendations to address the issues. "*The **GIS Optimization Training** program involves all aspects of the post press mailroom process, including equipment condition and proper staffing, and then we help establish daily and weekly throughput goals that include net output expectations*", Seidel stated. "*We then develop detailed operator training programs, evaluate operator performance based upon the established goals, review current data available out of current software and begin using the appropriate information to achieve the established goals*".

**GIS**, is a global provider of system integration services for the newspaper and commercial printing industries dedicated to providing creative post-press solutions for improving manufacturing efficiencies, reducing costs and improving profitability. **GIS** also provides production facility consolidation and exclusive equipment reseller brokering services. For additional **GIS** information contact: Bruce Barna • 412-973-3388 • [bruce@gis-now.com](mailto:bruce@gis-now.com)