

CLIENT SPOTLIGHT:

WEST MICHIGAN

TAG AND LABEL



“The Center-West has always made us aware of products and services that are available to us. It was through that relationship that we went down this road of certification, and we are ecstatic with the results.”

RICHARD RICE
President

POSITIONING THE COMPANY FOR GROWTH WITH A FOCUS ON QUALITY

COMPANY PROFILE: Established in 1987, West Michigan Tag and Label (WMTL) (www.wmtlprinting.com) produces tags and labels for multiple consumer products in the automotive, food and medical manufacturing industries. WMTL created a name for themselves in West Michigan over the years and in 2015 they introduced Digital Roll Printing to their capabilities, bringing their printing to a new level of quality and affordability. WMTL now offers Flexographic Printing, Digital Technologies and Offset Printing to consistently challenge their skills and improve on success. Located in Grand Rapids, Mich., WMTL currently employs 20.

SITUATION: WMTL was under pressure from food processing clients to become ISO 9001:2015 certified as well as compliant to the NSF Standards for food packaging. Not wanting to risk losing these clients, WMTL President Richard Rice met with experts at the Michigan Manufacturing Technology Center – West (The Center-West) to develop a customized training plan to pursue this certification.

SOLUTION: The Center-West provided WMTL with ISO 9001:2015 certification training while introducing NSF Training Deliverables. This guided WMTL through ISO 9001 system development and provided internal audit preparation to ensure they maintained a sustainable Quality Management System. Completing this training and achieving their certification has positioned WMTL to assure to food processors that they were doing everything they can to create a quality product. The work they did with The Center-West was a driving force for increasing sales opportunities and strengthening their current relationships. This success also enabled the company to invest in upgraded equipment. WMTL is now preparing for rapid growth in the market of digital and flexographic printed products. This training was a strategic part of the company’s growth plans and will position the company competitively.

RESULTS:

- **Cost Savings:** \$2,500
- **New Jobs:** 2
- **Increased Sales:** \$20,000
- **Retained Sales:** \$25,000
- **New Investment:** \$561,000