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PRESS RELEASE

Customer Appreciation Day a Success with Customers

Over 40 Companies Learn How VMS became a Lean Enterprise

Twinsburg, OH – Showcasing its state of the art facility and promoting the philosophy of becoming a Lean Enterprise, Visual Marking Systems opened its doors for representatives from over 40 companies on September 18th. Visitors were given tours of the facility that highlighted the production of their parts and demonstrated why VMS is a leading provider of high impact product markings for the OEM, Corporate Identification, Transportation and Fleet Graphic markets.

Throughout the day customers were given insight on the day-to-day workings of VMS, such as the *Lean* approach of identifying and eliminating waste through the continuous improvement of the flow of product or services supplied by the VMS at the pull of the customer. This philosophy is designed to bring about rapid, planned, controlled and measured improvements to the performance of VMS through an overhaul of the value stream. Customers were able to see first hand how VMS continually embraces the principles of Lean and are constantly integrating them into the culture.

Other areas that were highlighted during the day were the *Product Innovation Team*, a team consisting of an estimator, a graphic designer, a customer satisfaction representative, and a planner that streamlines the administrative process for all incoming new parts for our customers. The new *Innovation Center*, which provides customers an environment to brainstorm with the staff of experienced designers about the concepts and design of their new parts. And the *Digital Center* which showcased the advances in digital printing that allow VMS to produce digital images in virtually any size and on a multitude of substrates, with a rapid turnaround and the ability to customize images "on the fly."

After participating in tours and meeting the staff, the common responses from customers were *"VMS runs a first class organization", "the tour was informative and great use of my time"* or *"your commitment to lean is impressive and inspiring."*

Visual Marking Systems, Inc. is a leading provider of high impact product markings for today's OEM, Corporate Identification, Transportation and Fleet Graphic markets. Offering a full range of services such as design consultation, product development, graphic installation and inventory management, VMS works with its customers as a strategic partner to create product identification labels, decals and overlays that are economical, visually attractive, highly functional and, above all, worthy of recognition. For more information on Visual Marking Systems visit www.vmsinc.com.

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