



PRESENTS

PROFILES IN CRISIS MANAGEMENT

GRAHAM PACKAGING, INC.

Quality Corrections & Inspections comes through for Graham Packaging, Ocean Spray



QCI's West Coast Facility opened in November 2003 in Henderson, Nevada to better service their west coast clients.

"It was literally one phone call to Randy at QCI and we got the ball rolling."

– Mark Lambrite
*Graham Packaging
Plant Manager*

Graham Packaging's Mark Lambrite found out first hand why people call Quality Corrections & Inspections "the problem solvers."

In the fall of 2004, leaders from Henderson's Ocean Spray Cranberries, Inc., presented Lambrite with a challenge. Ocean Spray was going to drastically increase its production over the upcoming months at its Southern Nevada blending and bottling facility.

This would mean that Graham, one of the largest packaging companies in the nation, would have to match the increased production with the

packaging and sort repacking portion of the product supply chain.

"We are all about trying to service Ocean Spray," said Lambrite, plant manager of Graham Packaging's 300,000 square-foot facility in Henderson, which is less than a mile away from Ocean Spray's Henderson plant. "Our goal is to make them happy."

The issue for Lambrite was that his facility was in the middle of an equipment line expansion, and he and his crew would be unable to meet the demand for one of their biggest customers.

So, Lambrite picked up the phone and called Randy Burk, the executive vice president of neighboring Quality Corrections & Inspections (QCI).

Lambrite had spoken with Burk a few times prior, but never thought QCI's services would benefit Graham, basically because he wasn't exactly sure of all that QCI could do, according to Lambrite.

It's not uncommon to hear that people don't understand exactly what QCI does, because of the uniqueness of the company, according to Burk.

Since 1986, QCI has assisted hundreds of world-renowned companies in taking care of their respective problems. The company's unique repair, repackaging, and inspection services for defective merchandise have made it a leader in assisting manufacturers, distributors, retailers, and service agencies (i.e. printers) with product issues.

However, as was the case with Graham and Ocean Spray, QCI's unique labor-outsourcing services provide other companies assistance in handling such issues as production overload or special projects that need to be addressed in a timely manner.

QCI opened its West Coast facility in November 2003 to complement its facility in Pennsylvania. Besides local businesses, the Southern Nevada location serves the busy ports of Los Angeles and Long Beach, and the importers

and retailers are thrilled to have QCI on the West Coast because of the easy accessibility and affordability of shipping merchandise to and from Henderson.

Fortunately for Lambrite, he knew enough about QCI to at least make the phone call to see if Burk and his team of 75-plus employees could help.

"I remember Randy telling me that if I ever ran into a problem, that I should give him a call. So I did," Lambrite said. "It was pretty much unbelievable what QCI was able to pull off."

What QCI was able to pull off was to help Ocean Spray not miss a beat with their packaging needs and, thus, help Lambrite and Graham service their primary customer. In fact, over the next three months, over seven million Ocean Spray bottles were packaged by QCI teams, which were coordinated and trained to specifically handle the special project.

QCI worked directly with Ocean Spray for delivery and shipment of the

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product to and from QCI's 40,000 square-foot facility while Graham was providing the packaging material and handling the scheduling of the project.

"It was literally one phone call to Randy at QCI and we got the ball rolling," Lambrite said. "I still can't believe there is a guy right across the street who was able to do this."

With Graham's expansion complete, it is now able to handle its workload from Ocean Spray and other customers completely in-house, at least for the time being. But for that critical matter of months, QCI helped Graham do what it does best: provide superior customer service for their customers.

"We jumped through hoops to get Ocean Spray the right people," Lambrite said. "And QCI pretty much jumped through any hoops they had to for us."

Burk said that is basically QCI's business.

"Every single project we do is different," Burk said. "We have the manpower

"Every single project we do is different. We have the manpower and the facilities already in place."

- Randy Burk, QCI Executive Vice President

and the facilities already in place. When people give us their challenges, we create a customized plan to handle the issue in a timely and cost-efficient manner. People say

we work miracles. While I appreciate that statement, I just think we are committed to taking care of issues one project at a time."

Lambrite now knows that if he finds himself in another similar situation, Burk and QCI will be there for him.

"He is the guy to go to when you need help," Lambrite said.

"We hope we don't have to, but we would definitely use him again, as would Ocean Spray."

For more information on QCI, call our West Coast Facility (702) 719-2322 or East Coast Facility (800) 340-8384, and visit www.qualitycorrections.com.



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*Mark Lambrite,
Graham Packaging
Plant Manager*

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