

W+D Quality Services

Improve your company's performance with the help of our comprehensive and high-quality service portfolio

Train + Excel

More efficient envelope production thanks to comprehensive training

Customer testimonial

Cenveo

Stamford, Connecticut,

USA

The logo for W+D Quality Services, featuring the letters 'W+D' in a bold, white, sans-serif font. The background of the entire page is a close-up photograph of a man's face, looking intently at a task. A diagonal magenta line runs across the bottom right corner of the image.

Cenveo invests in W+D Training

Envelope expert Cenveo relies on W+D training program

Based in Stamford, Connecticut, Cenveo is a leading global supplier of customized printing, packaging, labeling and envelope solutions. After acquiring National Envelope Corporation in 2012, more than one quarter of all envelopes manufactured in the USA come from Cenveo. As one of the top direct mail producers in America, the company is recognized as a leading source for direct mail programs, database management and mailing services.

Cenveo's Kirksville, Missouri, operation uses W+D model 102 and W+D 202 envelope converting machines to produce both transactional and direct mail envelopes. In the past, whenever new potential operators and adjusters were hired, they were trained on the job by their more senior colleagues during actual production. This method of training did not pay off because in this specific long-run production environment, changeovers are seldom and trainees simply don't get a lot of practice in changing these particular machines. This created a great deal of anxiety as to whether they were actually doing things right. Furthermore, the results of training were highly dependent on the approach of the trainers, who are also responsible for production and trainees' individual skill levels. As a result, their in-house training efforts did not achieve the trainee development and production results they expected and needed. "For this reason, we really had to take a different, more structured approach to training and developing our employees and decided to have a factory-certified trainer from W+D come in to train our operator and adjuster trainees," explains Jerry Smith, Plant Manager of Cenveo's Kirksville, Missouri, plant. "The advantages we see with W+D's professional approach to training is a highly skilled machine model-specific trainer who has deep knowledge of the machine and best operating practices and can also inform us about the latest developments and updates that are available for our W+D 102 and 202 machines and how these updates can contribute to better performance and machine efficiency."

Consistent contents

The most important thing for Smith, who has been with Cenveo for 37 years, however, is the consistency of the messages to the trainees. "You just don't get that using your own people by training on the fly. With a W+D trainer, you are literally setting time aside and the trainees are 100% engaged in the training. Each time our W+D trainer comes in, - and it has been twice so far -, the message to all our trainees is on-point and consistent and the W+D trainer employs standard best practice procedures, which in Cenveo Kirksville's case focused on changeovers. This takes out a lot of the guesswork and trial and error," Smith explains.

W+D trainers utilize both theoretical and practical training methods with the added benefit that the practical training takes place on Cenveo's own W+D 102 and 202 production machines. Usually, three people are trained at a time over the course of four to five full-day training sessions. In this case, a machine is actually set aside specifically for training to ensure that every trainee gets the opportunity to make changeovers and setups without the pressure of being "in production."

"Having W+D do the training is definitely a great option if you don't have the means to do the training yourself. It really speeds up the learning process and gets the trainees to an effective level a lot more quickly. It generally takes around six months to a year before an adjuster can make size changes and print changes effectively without any help. Professional training significantly reduces the time that this takes," Smith explains. "We are very impressed with



the W+D trainer, Jochen Frada, as he is very knowledgeable and has outstanding technical skills. Our employees also really appreciate his professional approach and his patience.”

More knowledge = greater confidence = higher productivity

To further improve productivity, W+D has also offered Cenveo a special audit program. The objective here is to learn whether machine functions suffer from extraordinary wear and tear. “In the future, we are planning to have an audit done before we begin with training to make sure that excessive wear isn’t impairing production or preventing the machine from being set properly. After all, we don’t want our people to spend more time fixing things during training than doing the actual training,” Smith emphasizes.

“It is not hard to see the growth in knowledge and confidence and this growth in trainee confidence, which translates directly into more efficient changeovers and machine set-ups which results in higher productivity. “In fact growing confidence in our trainees is probably one of the most important things I see,” says Jerry Smith. Before the training, our people are hesitant and reluctant to work on something and just not very sure of themselves. However, after the training received from W+D, they are a lot more confident, a lot more sure of the settings and consequently less reluctant to move things. Now they understand where it’s supposed to be. So their confidence level goes up. Confidence in themselves and the results of their work is the hallmark of a good adjuster. If you have a trainee who has received poor training, with lots of gaps in their knowledge, sooner or later they will get into trouble with the machine and won’t be able to get out of it. That costs the company a lot of valuable time,” he concludes.



Jerry Smith – Plant Manager

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