

THE Leavenworth CONNECTION



Super Bowl XLVIII

By: Kristi Gribble

Your favorite team may or may not have been playing on Super Bowl Sunday, but Hallmark Party product was available for those that wanted to celebrate the big game. Once again this year we produced NFL team specific product to support the Division Championship games as well as the Super Bowl. This product was shipped to stores across the country.

It takes two fast paced weekends and people from all across the plant to make this happen. From up-front planning with customer development, procurement and scheduling to actual execution here in Leavenworth everything has to go smoothly to ship product on time.

2014 Division Championship Teams – Weekend #1

- Denver Broncos
- Seattle Seahawks
- San Francisco 49ers
- New England Patriots

We produced and shipped 1,500 PDQs between Saturday and Tuesday. That totaled 72,000 retails of plates and 45,000 retails of napkins.

2014 Super Bowl Teams – Weekend #2

- Denver Broncos
- Seattle Seahawks

We produced and shipped 4,500 PDQs between Saturday and Tuesday, including working over the Martin Luther King Holiday. That totaled 216,000 retails of plates and 135,000 retails of napkins.

Since this will most likely be our last year of producing super bowl themed product, cake was served at all startups on January 30th to celebrate the success. This would not be possible without everyone's hard work and flexibility. Thanks for taking care of business and making sure we met all our commitments. Congratulations on another successful year!



Improvements to Warehouse System

By: Casey Lundberg

In 2013, Hallmark produced and distributed the largest volume of Christmas roll wrap to this date. The key change that allowed Hallmark to maintain and increase the volume produced is the ability to distribute directly from the Leavenworth facility. This effectively made the Leavenworth facility a pseudo distribution center to deliver product directly to customers. However, with change often come issues that need to be diagnosed and navigated to ensure operations are accurate and smooth.

The major difficulty that arose as a product of direct distribution was accurately maintaining and monitoring finished goods inventory. Since Hallmark's production and distribution operations use two separate inventory systems, documenting product and storage was much more hands on. This led to more errors and in some cases, lost stock. Now in even the worst cases inventory was again accounted for, but the time and movement lost was a cost we wanted to eliminate.

As Christmas roll wrap volumes approached we identified a solution to combat this inventory issue. In order to accurately store product using the tools at hand we had to modify our warehouse storage locations to register in the distribution inventory tracking system, VAX. In order to accurately make such a change there was a significant amount of collaboration between the Enfield, Liberty, and Leavenworth plants. Warehouse storage bays had new identification locations generated and were then labeled with these ID's. This allows operators to scan inventory directly into the system and directly reduce errors. In the next year we hope this change will help improve the process and communication across all levels of the Hallmark supply chain.

CARD SHOP



Show them you love them with something special from the card shop! The card shop is full of ideas to help you share your love of Hallmark products with those you cherish! While you are at it, pick up something sweet for yourself!



THANK YOU

The Tatum and Browder families would like to thank everyone for their prayers and cards during the loss of our husband, father and father-in-law.

The Tatum & Browder Families

BIRTHDAYS

- 01 Neil Stafford
- 04 Greg Jarman
- 05 Dawn Lacey
- 07 Rick Shaffer
- 10 Bob Carder
- 11 Joe Collins
- 12 Brenda Brune
- 13 Charles Gillespie
- 13 Carl Langley
- 14 Gil Forgey
- 14 Tim Mallonee
- 14 Brandon Maxey
- 14 David Smotherman
- 16 Damian Haddock
- 16 Brandon Hanschu
- 18 Peggy Evrard
- 18 Vickie Warren
- 18 Linda Watkins
- 20 Betty Ellis
- 21 Grant Greene
- 22 Terry Ready
- 24 James Humbarad
- 24 Jeff Jaster
- 25 LoAnn Hattock
- 28 Jill Barbuto
- 28 Harold Hooks

ANNIVERSARIES

- 25th* **Ed Keys**
Feb. 24, Warehouse
- 30th* **Janice Patterson**
Feb.8. Party Ink Mix
- 30th* **Jorge Caraballo**
Feb. 13, Gravure
- 30th* **Damian Haddock**
Feb. 16, Ink Mix
- 35th* **Brenda Brune**
Feb. 5, Party Ink Mix
- 35th* **Rick Zielinski**
Feb. 5, LV Packaging
- 35th* **Don Dare**
Feb. 6, Webtron
- 35th* **Vera Saegers**
Feb. 13, Plate Cell
- 35th* **June Mallonee**
Feb. 14, Warehouse
- 35th* **Kevin Kern**
Feb. 19, Ink Mix
- 35th* **Elaine McClure**
Feb. 19, LV Packaging