



A Case Study from The Marlin Company

Taking Safety to a New Level: Reducing Workplace Injuries by More Than 60 Percent

Many things have changed in the 150 years since Judson Bemis launched his textile bag manufacturing business with \$2,000 of his own money. Today **Bemis Company, Inc.** is a global enterprise producing advanced flexible packing products and pressure sensitive materials that are light years away from the original sturdy cotton bags that carried milled products. Yet what has remained consistent throughout, is the company's commitment to innovation and its strong focus on workplace safety.

Leveraging innovation for safety awareness

Today's operations sprawl across nearly 60 facilities in 10 countries. This presents an ever-growing challenge when it comes to communicating safety procedures efficiently and effectively.

Recently, Bemis' New London, Wisconsin plant tackled that challenge by launching an innovative, high-tech communications program that enabled them to increase safety awareness.

Low-Tech = Low-Impact

Like many other manufacturing companies, Bemis had typically delivered safety messages and other company information through traditional, low-tech channels: cork bulletin boards. From the break rooms to the locker rooms, pieces of paper containing safety regulations and tips were tacked to the walls. But it was difficult to keep the boards updated. They became old news fast. They didn't capture the attention of employees, and critical safety information was lost.

"All our important safety metrics and alerts were falling into a black hole," says Jane Coenen, safety and training manager for New London.

"In order to keep our employees informed with current information, we needed to find a new way to provide them with a constant flow of up-to-date, relevant safety information."

A High-Tech Solution

Last year, Bemis launched a strategic initiative to enhance employee safety and overall communication. To help achieve this goal, they partnered with The Marlin Company of Wallingford, Connecticut, experts in helping companies improve safety, quality, productivity and morale by using visual communication to reach all employees. Marlin's Electronic Communication Station™ (ECS), enabled Bemis to automatically display key safety messages and other workplace content on a high-profile, flat panel screen.

**The Marlin
Company**

The Workplace Communication Experts™

Eye Catching...

Bemis strategically positioned the 50" flat-panel display in its highest-traffic area—the locker room—where more than 400 employees come and go every day. The dynamic display offers a steady stream of animated content including corporate safety metrics and alerts; company news and policies; and health benefit and wellness information, as well as real-time news, sports and local weather updates.

“Our employees are initially drawn in by the colorful, animated, workplace content on the ECS—and then their attention naturally moves to the critical safety updates,” says Coenen.

“We like having the combination of the Marlin-supplied industry content and the ability to post our own important in-house information. The system arms them with valuable, up-to-date information.”

...Results Driven

Today, the workplace safety record at the Bemis New London facility is stronger than ever. Since unveiling The Marlin program as part of its innovative safety-training and communications program, the company has slashed the number of workplace injuries at that facility by more than 60 percent. Additionally, the New London plant recently won the prestigious 2007 Bemis CEO Safety Excellence Award.

“Once you’ve had The Marlin Company’s electronic system, there’s no going back,” says Coenen. “Our employees are better connected because of it, helping Bemis become an even better employer focused on building a strong business.”

Bemis is expanding its partnership with The Marlin Company to build out its high-tech safety communications program, including plans to install two more ECSs in high-traffic break rooms by the end of 2008.

About The Marlin Company

For more than 90 years, The Marlin Company has been the Workplace Communication Experts, helping companies improve employee morale, productivity and performance through the innovative use of original, visually engaging content displayed in Communication Stations that can be managed through print or Internet-distribution. Its stations, which contain content customized by industry, are helping more than 8,000 companies of all sizes improve workplace attitudes and behavior. Through its many years of experience, The Marlin Company has developed a strong database of, and experience in, issues affecting the workplace. It routinely surveys thousands of clients to determine their current issues, work with industry experts across North America, and conducts national polling. Since 1995, it has conducted its annual “Attitudes in the American Workplace” poll. The North American business press relies on Marlin when seeking information and news about communication in the workplace. Recent articles incorporating Marlin research appear in Business Week, The Wall Street Journal, CNN, USA Today, ABC News, Associated Press and hundred of local publications and websites.

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