For Immediate Release

Top Management Leads the Way to ISO 9001:2000 Certification
Continual Improvement Demonstrated at MCD’s Annual Surveillance Audit

Peabody, Massachusetts, February 07, 2008. TÜV SÜD America is pleased to announce that MCD has demonstrated how top management can help drive continual improvement through the implementation of a Quality Management System (QMS) at their January 2008 surveillance audit.

The key to MCD’s successful ISO 9001:2000 implementation was the leadership and support of the company’s top management. Having made the decision that a QMS would help define their process flow, MCD’s executive management team created a detailed project plan with the help of a hired consultant, Mr. Jeff Heinzen. Combining this systematic approach with active employee involvement throughout the company, the management team put a robust quality system in place that standardized and streamlined their work processes, added enhanced tracking and reporting capabilities, and increased overall productivity and customer satisfaction.

Demonstrating their dedication to continuous improvement, MCD’s leaders actively drove the process from start to finish, resulting in a smoother transition to the ISO system. “Implementation of QMS has been a wonderful growth opportunity for Management, Employees, and the Business,” stated Mr. Bryon Johnson, Vice President of Finance at MCD. “It was a great experience, and our business is better for it,” he said.

Mr. Joseph Heinz, Lead Auditor for TÜV SÜD America, acknowledged the role MCD’s management team played in certification process. “It’s always amazing to see an organization that has no customer requirements to become ISO 9001:2000-certified use the standard in its holistic sense; and over just a couple of years, use it as the basis of their quality- and business-tracking, forecasting and decision-making process. MCD has done just that. Their executive team is engaged, and always looking for ways to improve while ensuring the customer is positively impacted by this improvement. It has been a great experience,” he concluded.

MCD was first awarded ISO 9001:2000 certification in March, 2006. Their annual surveillance audit in January 2008 proved highly successful.

About ISO 9001:2000
The International Organization for Standardization (ISO) was founded 1946. Based in Geneva, Switzerland, it created the first international standards for manufacturing, trade and communications. ISO 9001 was initially published in 1987 as an internationally accepted quality management certification system to define, identify and confirm quality benchmarks within organizations. ISO 9001:2000 is the most recent revision of the ISO 9001 standard.

Today, more than 90 countries are members, with the U.S. representative being the American National Standards Institute (ANSI). There are over 900,000 ISO 9001-certified companies around the world, including more than 50,000 in North America, all demonstrating a commitment to continual improvement in quality.

About MCD
Located in Madison, Wisconsin, MCD provides products and services that enhance the appeal of graphic communication through decorating, unique functionality, and creative design. MCD provides die cutting, foiling, embossing, folding, and gluing services combined with a wide range of formats such as full UV and laminated surface finishes, mounting, collating, and complete divider finishing offered on both paper and plastic substrates. Founded in 1972, MCD operates a 75,000 sq. ft. state-of-the-art facility and employs approximately 80 associates.
About TÜV SÜD America Inc.
TÜV SÜD America Inc. provides management system certification services to ISO 9001, ISO 14001, AS9100, TS 16949, ISO 13485, TL 9000, Safe Quality Food (SQF), ISO 22000 and more. TÜV is a leading EU Notified Body for the Medical Devices, Active Implantable Medical Devices and In Vitro Diagnostic Directives. Testing services include CE Marking assistance, Mechanical/Electrical Product Safety, Electromagnetic Compatibility (EMC), Environmental Testing, NRTL and SCC certification, Restricted Substance Services, International Compliance Services and more. Globally, TÜV has issued over 190,000 product and 30,000 quality management system certifications.

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