



## **PRESS RELEASE:**

### **Whitlam Label Company achieves ISO/TS16949:2002 Certification**

**Center Line, MI (July 1, 2004) – Whitlam Label Company**, an industry leader in **Engineered Identification Solutions™** for the automotive, durable goods, and food and kindred product industries, announced that it has been granted ISO/TS16949:2002 certification from Entela, Inc. QSRD, an accredited third-party quality system registrar based in Grand Rapids, MI.

ISO/TS16949:2002 is an ISO Technical Specification that aligns existing US, German, French and Italian automotive quality system standards within the global automotive industry. ISO/TS16949:2002 specifies the quality system requirements for the design/development, production, installation and servicing of automotive-related products.

“Whitlam is the first automotive label manufacturer to be granted this certification from Entela, Inc., QSRD,” said **Rick Shaieb, President, Whitlam Label Company, Inc.** Whitlam has a history of early certification to emerging quality standards and intends on staying current in all the industries we serve.”

“Certification to this new standard will elevate the effectiveness of our continuous improvement philosophy and drive our customer satisfaction to an even higher level. TS16949 is an exceptionally rigorous standard that focuses on a process approach to managing your quality system. What sets TS16949 apart is the requirement to constantly measure, monitor and improve what is done – with heavy emphasis on preventing defects and reducing waste throughout the supply chain – at all levels of operation.”

“We are very proud of having set ourselves this highly challenging goal and achieving it,” said **Jim Shaieb, Senior Vice President of Customer Relations.** “By applying the rigorous quality requirements of the automotive industry, we are clearly demonstrating our commitment to quality management and allowing all of our customers to benefit from these quality standards that have made us one of the world leaders in labeling applications.”

*Whitlam Label Company is a manufacturer and marketer of Engineered Identification Solutions™, with products including highly innovative labels, UL/CSA certified solutions, printers, ribbons, barcode software and consulting services. Founded in 1957, Whitlam is headquartered in Center Line, Michigan, and has grown into a key Tier I and Tier II supplier to automotive industry customers such as General Motors, DaimlerChrysler, Toyota, Ford and many Fortune 100 industrial manufacturers.*

For more information on Whitlam, please visit the Internet website at [www.whitlam.com](http://www.whitlam.com), or contact Marketing Communications Manager, Kim Crabtree.

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