

# MAVPAK

FISHERS, INDIANA



**John Goo**  
President  
MAVPAK

“ We saw incredible impact immediately in our sales process. We were able to eliminate a ton of waste for us and our customers.

At MAVPAK, our single greatest resource is our time. Eliminating waste from our sales process allows us to spend more time on the projects that matter the most for the customers that we care so much about. The Purdue team definitely helped us in our pursuit of excellence and our new processes keep us 100% accountable to one another and our customers! ”



## MAVPAK and Purdue Team Up to Streamline Sales Process.

**“When we can focus on needle-moving projects for our customer, we’re at our best. Purdue MEP helped free us up to meet the next customer who wants to go further faster.”**

**LAURA HAYES**  
DIRECTOR OF MAVPAK U

# With Purdue MEP's help, MAVPAK streamlines sales process to eliminate waste, add value, and better serve customers.

As a company dedicated to serving people, not products, MAVPAK takes pride in focusing on customer needs. A true solutions provider, MAVPAK works with companies individually to identify what packaging products can help them get from Point A to Point B.

To fully serve their customers and mission, MAVPAK wanted to focus on value-added processes from the very beginning. That journey began when two employees participated in a Purdue Manufacturing Extension Partnership (MEP) Lean course. Laura Hayes, one of these participants, knew Purdue MEP could be a valuable resource for MAVPAK, as the company was just beginning to be built.

In order to avoid the creation of numerous inefficient processes, Purdue MEP came onboard to walk MAVPAK through a process map, an exercise that documented the company's current state and planned for the ideal future state.

"We engaged Purdue to help us set our company up for success in the near and long term. Purdue MEP helped us understand the importance and benefits of first taking time to document exactly where we were. They helped us to walk the path of defining the what, when, where, why, and how of our current business processes," stated John Goo, president of MAVPAK.

To ensure success, the entire MAVPAK team participated in the process mapping. In addition, the company openly talked to customers and vendors

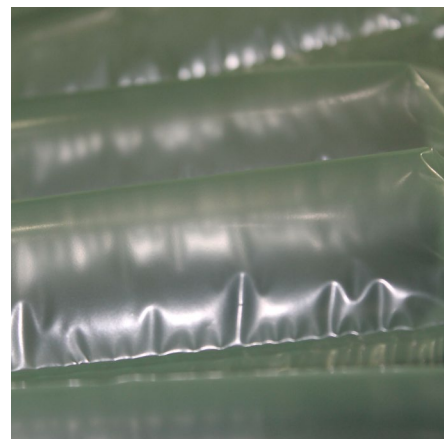
about the project, which was a vital piece in helping the company put an accurate process map in place.

The company's biggest realization was the incredible amount of waste in the sales process/value creation stream, especially in the quoting process. The company was quoting orders after they tested the design for a potential customer. MAVPAK realized the testing was irrelevant if the pricing was not right, so they made a major shift to quote before testing. As a result, the price issue is now off the table as soon as possible. The change in their process allows them to invest less time, money, and energy in opportunities that will ultimately not result in business.

Most importantly, the work with Purdue MEP allowed MAVPAK to focus on creating value while eliminating work that did not move the needle for the customer.

Additionally, MAVPAK had plans to invest and design their own CRM, but changed course due to the realization the CRM tool would not serve their process, avoiding a hefty unnecessary investment.

"Being able to qualify the potential of a relationship is essential for us. When we can focus on needle-moving projects for our customer, we're at our best. Purdue MEP helped free us up to meet the next customer who wants to go further faster" shared Laura Hayes, director of MAVPAK U.



## ABOUT MEP

Purdue Manufacturing Extension Partnership (MEP) provides high-value solutions to help Indiana businesses maximize their success. As advocates for Indiana's thousands of manufacturers, our staff identifies areas of improvement, streamlines processes, and ultimately increases competitiveness. Purdue MEP serves hundreds of companies annually by implementing continuous improvement principles in the areas of productivity, growth, and technology.