

January 2017:

January 2017
Vision 2020 Update

Is this email not displaying correctly?
[View it in your browser.](#)

VISION 2020



From the CEO

Our new mission, **Helping our customers win by doing what others can't or won't** is all about providing better solutions that solve our customer's greatest challenges and outperform our competitor's best efforts. We have a proven ability to respond with innovative solutions that differentiates Great Northern. Not surprisingly, the creation of new products or processes developed for one customer will often help us win with current customers and prospects creating a continuous cycle of success. We intend to be more deliberate about taking these unique solutions to **Target Prospects and Markets**, which is the third Business Unit Initiative of Vision 2020. Taking proven ideas to target prospects that have similar products is a great door opener for Great Northern. Similarly, adjacent markets can be targeted if the application is transferrable. Both approaches give our team instant credibility with prospects that differentiates us from the competition, and improves our odds of creating a win for a new customer.



The three Business Unit Initiatives provide a circle of success

Growing with Logitech

Logitech is a global provider of personal computer and mobile accessories. Since December of 2009 Logitech has been in a growth mode, having partnered with companies such as Google, acquired companies such as Ultimate Ears, or had new product launches for Jaybird occur almost annually. With each change to Logitech's portfolio of products, Great Northern has been there every step of the way by offering mixed material packaging and display solutions. The keys to success with Logitech are our unrelenting Customer Service at every level and phase of a given project, and our expertise in the consumer electronics market.



A 2016 Design of the Times
award-winning display for Logitech

Our work includes multiple displays annually for big box retailers such as Office Depot & Sam's Club, for everything from computer keyboards & mice, to cases & accessories. The future is very bright, as Logitech looks to expand its product line again in 2017. Great Northern Chippewa Falls/Swedeseboro has positioned itself to be the lead solution provider for At-Retail Merchandising for years to come.

Targeting Future Work with Pinnacle Foods

Pinnacle Foods is a rapidly growing CPG with over 30 very strong iconic brands such as Duncan Hines, Wish-Bone, & Birds Eye. It's hard not to find a Pinnacle Foods brand in every aisle of the grocery store. Through organic growth, as well as acquisitions, Pinnacle has continued to stay ahead of its competitors in the highly commoditized Packed Food segment of the marketplace. Great Northern has designed and produced traditional corrugated displays for most of the Duncan Hines line of products, as well as being a key driving force behind the launch of the E.V.O.O. brand. Since the start of our relationship with Pinnacle in 2012, our business has grown to include Turnkey Services such as assembly & packing. Going into 2017, Great



A recent project for Pinnacle was the
Wishbone Launch Bottle Floorstand

Northern will be spearheading varied At-Retail Merchandising Packaging solutions for a variety of Pinnacle brands.

Share your story.

Vision2020@GreatNorthernCorp.com

Follow GNC on Social Media: [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [forward to a friend](#)

Copyright © 2017, All rights reserved.

[unsubscribe from all emails](#) | [update subscription preferences](#)

February 2017:

Is this email not displaying correctly?
[View it in your browser.](#)



From the CEO

A key element of Vision 2020 is our desire to help our teammates understand that they truly make a difference every day at Great Northern. We want a people-centric culture where everyone can develop their special skills and abilities, and be proud of what they contribute to the team's success. We've identified this goal as "helping our employees win through **Personal Growth.**" Here are a few examples of what this means: try a new way to complete a task, work with a team to solve a problem, help a teammate learn a new skill, mentor someone new to the organization, recognize teammates who go above and beyond, or hold yourself accountable to complete a difficult task on time. When we make that extra effort it certainly helps the team and the customer, but you've also contributed to your own development in a fulfilling way. Not a bad thought to have on your way home from work!



Jack Vanstrom - Part of a Team

Jack Vanstrom works on the corrugator in Appleton and has been with Great Northern for 40 years. Jack isn't surprised that he's been with the company that long. "They make you feel like you are part of a family. They'll tell you when you're doing well; they have no problem complimenting you. All of



the different jobs I held, there was always a challenge, always something new you could do. They personally helped me evolve into a better person and a better worker.” Vanstrom especially appreciates being asked for input on new equipment and processes. “When they are considering putting new equipment in, they actually take some of us out to look at it. They ask what we think about the equipment and take our input into consideration. That means a lot. It’s a good company to work for.”

To read more about Jack and other long-time employees, go to our new Careers page located at www.greatnortherncorp.com/careers

Now That's a Safety Record

Did you know that Laminations’ Southeast plant operated injury free for 14 months? That’s over 75,000 hours of working safe. What is more incredible about this feat is the fact that the Southeast plant has seen a lot of change over the past few years, with new operating leadership, many new employees, a 50% expansion of leased space, and the installation of a new VBoard machine. Jeff Strenger, President of Laminations attributes the plant’s impressive safety record to diligent attention to safety training for new employees and an amazing 100% participation in the voluntary STIC observation program. Plant leadership’s commitment to “safety first” and recognition celebrations along the way have made this achievement rewarding and fun.



Share your story.

Vision2020@GreatNorthernCorp.com

[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)

Copyright © 2017, All rights reserved.

[unsubscribe from all emails](#)

March 2017:

Is this email not displaying correctly?
[View it in your browser.](#)



From the CEO

Great Expectations

As you may know First Call has been the tagline for Great Northern for many years. We will always want to be our customer's first call, but as we align our company around the Vision 2020 initiatives there is a good opportunity to broaden the scope of our tagline to include both our new vision and mission statements. Our new tagline, Great Expectations, has a broader meaning that describes the kind of relationships we want to build with everyone at Great Northern, and with our customers.

Our Vision describes the kind of relationship we want to have with our team - personal growth and a shared future. For me, that means our team should expect three things. First, you can expect the opportunity to be at your best every day – best at working safely, best at creating quality products, or best at teamwork. There aren't any easy jobs at Great Northern so no problem finding challenges that lead to personal growth! Second, you can expect that great results are recognized and appreciated. That's part of the tremendous responsibility of leadership, but don't miss out on a chance to cheer on your teammates. Finally, expect that as you reflect on your career you are proud to say you are on the Great Northern team, and that together we are creating a better shared future for each of us, our families, and our communities.

GREAT EXPECTATIONS

The GNC Great Northern logo, consisting of the letters "GNC" in a stylized font inside a black outline of a house-like shape, followed by the words "Great Northern" in a black sans-serif font.



Dan Gloede

Wowing Customers is an Everyday Occurance

Dan Gloede, Senior Structural Designer in Appleton just celebrated his 40 anniversary with Great Northern. Like most people, he was attracted to Great Northern because it is a solid, stable company. He stayed for forty years because the company has allowed him to be his best self and do what he loves - creating. Throughout his career Dan has held the roll of Taper Operator, Plate Mounter, Die Service, and Structural Designer. He appreciates the Great Northern culture. "Employees to be able to be the best at what they do, no matter what the position," Dan said.

Dan works with customers and other Great Northern employees to prepare prototypes, create specs and solve difficult design issues. In the end, he is part of a team that "wows" customers everyday with better solutions that help them win in the marketplace.

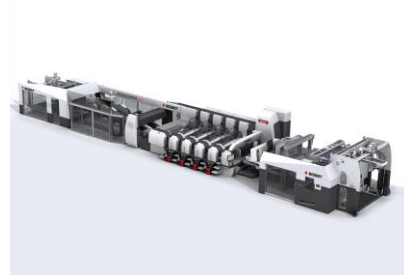
Coming in to work every day is easy for Dan because he is doing what he loves, in an positive, supportive environment. In describing his co-workers, he said "the people I work with are very hard working and dedicated, but they are also awesome, fun to be around and we have some fun times together." Dan is a shining example of having, and delivering on Great Expectations.

For the Record Books

Bobst Team

You have been hearing about the new Bobst 8.2 setting records on a regular basis. It's an impressive run for the Bobst teams- Geoff Holz, Chris Hornes, Tom Statezny, Chris Higgins, Melani Linberg & Amanda Sauberlich.

They continue to set not only Great Northern records, but have come close to setting the record output for all Bobst machines in the marketplace. Here is the current Great Northern record:



- 151,124 cartons for an 8 hour shift; 361,282 cartons in a day
- 857,762 sq/ft for an 8-hour shift

- 1.945,351 sq/ft in a day. (This is approximately 45% of a very good footage day for the entire plant coming from this one machine)
- We run approximately 25 MMSF per month on this Bobst 8.20. It will fill a truck every 60 minutes, a process that used to take eight hours just 10 years ago.

The machine was installed in May – June 2015. Machine crews and supervisors were sent to Miami for a week training on a similar Bobst 8.20 in April 2015, then followed by Bobst training at install and beginning of production. The primary product is cheese cartons for mainly Sargento and Master Gallery and other large quantity runs.

Our Bobst teams should be proud of their success. This is the very definition of having, and setting Great Expectations.

Share your story.

Vision2020@GreatNorthernCorp.com

Follow GNC on Social Media: [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [forward to a friend](#)

Copyright © 2017, All rights reserved.

[update subscription preferences](#)

May 2017:

Is this email not displaying correctly?
[View it in your browser.](#)



VISION 2020

 **Great Northern**

From the CEO
Great Expectations

GREAT EXPECTATIONS

Our new tagline *Great Expectations* is best described as “much more than a tagline, it’s an attitude.” Every day we eagerly respond to our customer’s high expectations for quality products delivered on-time. We take pride in helping our customers win by providing consistent quality for their highly automated production processes, and dependable deliveries for their sophisticated supply chain systems. But that can-do attitude of delivering on *Great Expectations* extends beyond reliability. B2B customers rely on us to create innovative packaging solutions that maximize protection without the waste of overpackaging. Consumer product customers appreciate our ability to protect their products en route to the store and promote on-shelf. And retailers encourage us to understand their desired instore environment and respond with effective and efficient designs that maximize sales. Whatever the customer expectation, Great Northern has a reputation for going above and beyond what other suppliers offer. They’ve come to expect this positive attitude from us so keep up the great job of helping our customers win. At Great Northern, our attitude is that we can and we will for the customer!

Case Study

StrataGraph is in the middle of a big upgrade to its capabilities that will satisfy customer needs into the future. Recent completion of a 30,000 sq. ft. building addition, and the now-underway installation of a new HP T400 Wide Page Web Digital Press show Great Northern's commitment to creating and exceeding Great Expectations. This new capability will allow StrataGraph to maximize its current customers by offering a digital option where customization is key. Customers can have same size packages with unlimited graphic customization. Quicker turnaround is also a plus because of rapid image changeover and reduced prep time. This innovation (StrataGraph is the third in the country and first packaging company to have this machine) demonstrates our ability to address customer needs and create a market forward focus. The building and equipment are an impressive part of the story, but Great Northern is not just buying a machine. This will allow employees an opportunity to grow and develop new skills and be on the ground level of building a successful business. A successful machine start up doesn't happen without employees who are willing to roll up their sleeves and get it done.



Did you know?

With a new press, comes a new face to the StrataGraph team. Pat Pearce is StrataGraph's new Maintenance Manager. He'll be responsible for all of the facility's operating equipment. Pat brings a special knowledge and background to the company. Pat comes from HP and actually built and tested our new press. Talk about intimate knowledge! Pat is excited to be a part of StrataGraph where he can put his print technology knowledge to work. He was with HP for the last six years working at a local subcontractor who built TSeries printers for HP. Prior to that, he was with Plexus for 13 years. Pat says he was looking for an opportunity to be a maintenance lead with a company (he did this at Plexus), and be part



of the drive for new technology. His experience with printer installs will be invaluable to the successful implementation of the new press at StrataGraph.

Share your story.

Vision2020@GreatNorthernCorp.com

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [forward to a friend](#)

Copyright © 2017, All rights reserved.

[update subscription preferences](#)

June 2017:

Is this email not displaying correctly?
[View it in your browser.](#)



From the CEO

Maximizing Current Customer Relationships is a Team Sport

Our Business Units are all working to understand how they might maximize the relationships we have with our top customers. Of course this means different things depending upon the needs of our customers and the products or services we provide. However, there are a few common threads that connect us with our customers that we can always improve, or maximize:



Open and honest feedback – Voice of the Customer surveys, report cards, and performance review meetings are all important ways for us to truly understand if we are continuing to add value.

Team-based service models – Our larger customers require top performance at all levels of our organization, and our teams are continually challenged to demonstrate ownership and accountability.

Unique solutions – Unique solutions are the result of our desire to do “what others can’t or won’t” when we tackle our customer’s challenges. We must maintain a proactive approach to product cost-savings, supply chain efficiencies, and merchandising effectiveness to set ourselves apart.

Genuine appreciation – Our success is made possible when we help our customers win. The best way to show our gratitude for their business is to be a reliable and trusted partner. We all play a role in making these customer relationships the best they can be. Be sure you are doing your part to be a good listener, team player, and creative

problem-solver. And together, let's honor our loyal customers by showing them that we care about their success every day.

Case Study

Masters Gallery has been a customer of Great Northern's for 22 years. Our relationship with them exemplifies our strategic approach to maximizing current customer relationships. Over the time of our relationship with them, Masters Gallery has experienced significant growth. Great Northern has been there every step of the way, listening to their challenges and needs, then addressing them through new equipment investment and packaging solutions. Much like Great Northern, Masters Gallery Foods is a privately owned and operated business. Since their founding in 1974, they have experienced growth from a small Plymouth, Wisconsin-based cheese brokerage firm to one of the leading national cheese suppliers. Masters maintains one of the largest privately held cheese inventories in the country and offering a full line of retail and food service cheese products. And much like Great Northern, they believe that building long-standing relationships and collaboration is the key to success. With strategic partners like Masters Gallery, we have become successful because they have become successful.



Is it GNC or Great Northern?



Great Northern

Over the past months, you've seen a change to our brand. We have a new tagline, **Great Expectations** and new look to our image, best exemplified by our new web sites. Another change was to our company logo, which in turn led to slight changes in our business unit logos. The big change was the elimination of the word Corporation from our name. Today, we go by Great Northern, and while GNC still appears as part of our logo (and Great Northern Corporation continues to be our legal name) the use of GNC should be very limited in our daily communications. Since GNC is the name of several high profile companies in other industries, when we use GNC, we dilute our brand and confuse the audience. Next time you are referring to the company by name, use Great Northern. This helps build our brand.

Share your story.

Vision2020@GreatNorthernCorp.com

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [forward to a friend](#)

Copyright © 2017, All rights reserved.

[update subscription preferences](#)

July 2017:

Is this email not displaying correctly?
[View it in your browser.](#)

GREAT EXPECTATIONS



Great Northern

Vision | 2020 Update

From the CEO

A key part of achieving our Vision 2020 goals will be our ability to develop **Innovative Products and Processes** for our customers. At Great Northern this usually isn't a "eureka" idea that strikes like a lightning bolt. Instead, our best ideas usually result from the collaborative efforts of our teams working together with customers to solve a problem in a way that our competitors have failed to do.

Laminations is creating some truly innovative products and processes through their strategic initiative to grow their value-added business. UCrate, UChannel and Jumbo VBoard sales are up 40% driven by our customers' needs to ship long products safely and economically, and by our willingness to develop unique product enhancements that our competitors can't duplicate. SURECrate solutions, customized replacements for wood crates and packaging, are also gaining sales momentum. We anticipate supporting future product development through engineered solutions and capital investment that build product innovation right into our process. If our customers can demonstrate the need, we're ready for the challenge!



Sauder - Winning Through Innovative Products and Processes

As sometimes happens, a good customer can leave Great Northern. In February 2016, Laminations lost its largest account when Sauder decided to take their business direct to a small local competitor. Sauder had been served by a distributor working with Laminations. While it was a painful loss, Laminations supported Sauder through the transition to the new supplier. Not giving up on the customer, Laminations went to work on regaining the Sauder business by applying the principles of the Innovative Products and Processes initiative. When things didn't work out with the new supplier, Laminations was ready to re-secure the account by working with them to optimize the Sauder supply chain. Suzanne von Valtier and Kris Achterberg teamed to pilot an innovative supply chain solution that included qualifying Lamination's East Plant as a second source, which has proven to be critical to servicing Sauder in the past year; and leveraging Lamination's warehousing close to the Sauder plant to deliver JIT product. Several product innovations were also made to ensure that highly consistent product was delivered every time. The hard work has paid off. In 2017, Sauder provided Laminations with a new opportunity to supply its growing IKEA ecommerce business.



An Opportunity for Growth

With the recent addition of the digital press at StrataGraph, new growth opportunities have emerged for our employees. Two examples of this is the relocation of Jason Frohn from Chippewa Falls to Oshkosh. Jason, who has been with Great Northern for over 13 years, is now the Lead Digital Press Operator. Jana Doemel is another recent addition to the digital team. Jana had been a Folder Gluer Operator at StrataGraph for several years. She was recently promoted to Digital Press Operator. Jeff Young, StrataGraph Plant Manager thinks that hiring from within is the best solution for their continuing success. "We are fortunate to have people such as Jason, Jana and others on this growing team. I think hiring/promoting from within is an investment in the future and it encourages people to take ownership." There are many new and exciting things happening at Great Northern. All of this is possible because of the commitment by our employees to take on new challenges. It is through personal development and a shared future that we all win.



Share your story.

Vision2020@GreatNorthernCorp.com

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [forward to a friend](#)

Copyright © 2017, All rights reserved.

[update subscription preferences](#)

August 2017:

***** Internal Communication Bulletin *****

From the CEO

Target Markets and Customers

The mission of Vision 2020 states that Great Northern will help our customers win by doing what others can't or won't. This is a call to action to expand our capabilities based on the needs of our key customers which deepens our expertise in merchandising, packaging protection, and supply chain solutions. These customer-driven endeavors yield new products and processes that we can use in the third Business Unit initiative of Vision 2020- **Target Prospects and Markets**.

A good example of this is our Rollguard Business Unit initiative to expand the sales of custom molded fiber solutions. Based upon the success of our Rollguard product line, we know that molded fiber shapes are a highly effective way to block and brace products that need protection. Leveraging our years of experience with molded fiber shapes, we are exploring ways that our customers can use this unique solution for products beyond cylindrical shapes. Molded fiber has many advantages: flexible design alternatives, an alternative to wood and foam, recyclable/sustainable, and cost-effective. Molded fiber packaging might just be the solution for our customers that our competitors just can't or won't provide!



Target New Prospects and Markets Success Story

Recently, Racine secured a Crate & Barrel agreement for four years that includes all of the C&B boxes, the C&B 2 boxes and the gift boxes for all three Crate and Barrel distribution centers. There is also commitment for C&B's Land of Nod division boxes in 2018.



Crate & Barrel first awarded the business to Great Northern Racine because of our **Helping Customers Win by Doing What Others Can't Or Won't** mission. In this case, Racine was able to solve print quality challenges (and cost) for Crate & Barrel's black two piece gift box. This opened the door to producing C&B's gift boxes for all locations and two other box segments for their Naperville location. Racine was able to successfully pull the east (NJ) & west (CA) coast volume from International Paper. IP had this business since 2007.

Keys to our success, besides a very competitive price, is Racine's 'back end' management – forecast, inventory, special shipping requirements for identification, order quantities, etc. The Racine customer service group does an exceptional job meeting the needs of Crate & Barrel, by continually confirming that forecasts are accurate, and looking for ways (with Brian Wurster's assistance) to ease shipping challenges. Being granted the Crate & Barrel extra volume will mean shipping a minimum of two full trailers daily from September to early December.

Winning with Engaged Culture

At Great Northern, an engaged culture starts with leadership. And the leaders at Great Northern have a specific learning development path based on individual coaching with their manager. This path takes into account both the leader's strengths and areas for improvement. To facilitate the learning process Great Northern uses the LinkedIn Learning online resource. Learning paths have been developed with courses that support the twelve leadership competencies that Great Northern holds dear. They are:



- Earns trust and confidence
- Makes sound and courageous decisions
- Listens and communicates openly
- Collaborates productively
- Focuses on customers
- Understands the business
- Problem solver
- Creates focus and direction
- Fosters innovation
- Leads change
- Delegates and empowers
- Coaches and helps growth

Each leader at Great Northern is assigned a learning path(s) based on their individual development needs. In the near future, further learning paths will be developed and assigned for front line supervisors and other learning paths will be developed and assigned to all leaders that will help us achieve our vision and mission, and engaged culture.

Share your story.

mvanpay@greatnortherncorp.com

October 2017:

***** Internal Communication Bulletin *****

Great Northern Brand Ambassadors

One of the three Vision 2020 corporate initiatives is to **Leverage the Brand** of Great Northern both externally and internally. We often hear about how brands compete externally in the marketplace, like the way General Motors differentiates their cars from Ford. But firms also compete with one another to attract and retain the best employees through the strength of their internal brand.

The Leverage Brand team is currently reviewing all the ways our internal brand is communicated to our employees. They are creating a map of the employee touchpoints from recruitment and on-boarding all the way through to retirement. Some of these touchpoints can be scripted to tell the Great Northern story like this newsletter, but most touchpoints are the interactions we have with each other throughout our careers. If these experiences are caring, motivating, fulfilling and fun then our internal brand will be strong, and we can attract the best candidates away from other jobs. Every action we take reflects our brand, and that makes us all Great Northern brand ambassadors. Everybody Matters!



Human Capital Management

One of our most important employee touchpoints is the interaction we have regarding payroll, benefits, wellness updates, etc. With this in mind, Great Northern is on the path to implementing a Human Capital Management (HCM) system in 2018. The capability of this new HCM system will take us to another level of digital interaction from applying and onboarding online to allowing self-service for employees and managers. This HCM system will positively impact our touchpoint with every employee as well as candidates and new hires. Employees will be able to use the system to make changes of demographic information, self-enroll for benefits, and track and administer time off and attendance. Managers will be able to use the system for performance management, compensation management, time and attendance administration, and dashboards of key metrics.

[illegible]

We're Listening

In 2017 we started using focus groups to deepen our understanding of certain elements on the survey where we didn't score well. The focus groups were very insightful in helping being a part of the diagnosis as well as the prescription. The results from the focus groups were shared with each location's leadership team and action plans were developed. You should have by now heard about your location's action plans and will continue to hear about the continued activity around these plans. Since there can be much to do around the action plans, we have scaled back the surveys to be conducted every other year. We are looking forward to again completing the surveys at the beginning of 2019 to see where the actions have improved engagement, learning were we can continuously improve, and learning from the focus

groups on both diagnosis and prescription. Thanks for the input and the partnership in engagement.

Share your story.

mvanpay@greatnortherncorp.com

[update subscription preferences](#)

November 2017:

***** Internal Communication Bulletin *****

Well Done

Our Wellness Initiative is one of four key elements of the overall corporate effort to better **Engage Employees** through a positive employee experience. Having just completed our health insurance meetings, I'd like to reflect on some of the positive results we've achieved and some of the new improvements to our health care offering.

Our Health Risk Assessment results indicate that participants are making healthier choices to improve their scores and reduce their premiums. Our overall score was 76.7 versus 72.8 in 2007 despite the fact that many of us are 10 years older. Well done! We also communicated 73 lab alerts to participants advising them to seek further preventative medical attention, and likely saved lives as a result.



We continue to enhance our health care benefits with an improved Healthy Coaching Wellness Program, and enhanced HSA, dental, and voluntary vision coverage. Wellness support is available through Tria Health pharmacy advocacy, Real Appeal weight loss program, and Advocate4Me medical advocacy. In addition to On-Site nurses, we've added an Appleton On-Site clinic and are pursuing a Near-site clinics elsewhere. We even have Medical Tourism available for our Chippewa Falls employees to replace local high cost-care with high quality outcomes at significant savings in Appleton. These options provide for the best available health care choices for you and your families. Clearly your good health, and the benefit of minimal increases in health care premiums, are part of our Shared Future. Stay healthy, my friends!

On Target With Maximizing Our Current Customer Relationships

Great Northern Twin Cities has been a key strategic partner with Target for a long time. Each year, Target presents new challenges and opportunities that we meet with our "helping customers win by doing what others can't or won't" attitude. This year, Target presented an extra large challenge when they approached the Target team with an Amplified Gifting program. The project started in early May as a concept for Target to expand its merchandising capacity to take on an additional 1700 individual items in store

focused around holiday gift giving. Most of these items have a retail price of under \$15 and range from themed socks to sparkling wine. Target brought Great Northern Twin Cities in as product selections were being made and we began work in designing 16 custom displays to meet the unique needs of such an expansive product variety and selection. Through multiple rounds of concept, sampling, testing and finalization, the eventual 16 displays were determined.



The logistics of the program, from color selections (metallic silver) to display mobility (casters, custom pucks, etc.), to manufacturing efficiencies, were developed over the course of several months, with everything culminating with shipping completion in early November.

This was the largest single program that Great Northern Twin Cities has ever completed and coincided at the same time as our traditional Target Holiday work. To say our team answered the call and responded is an understatement. Every person in our facility impacted this project in some way to make it successful.

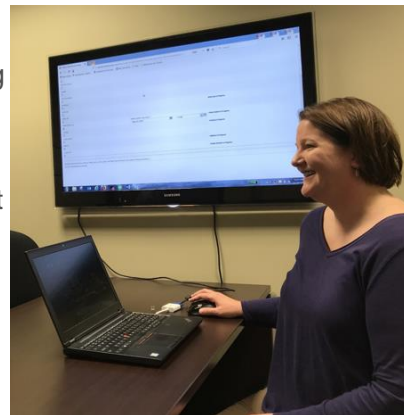
To understand the magnitude of Target Amplified Gifting, look at the numbers:

- 815 unique CAD drawings
- 11,627,500 square feet of silver rodcoated board alone which is equivalent to 243 NFL Football fields.
- 740,000 hooks
- Over 1 million custom designed plastic nuts and bolts
- 400+ New Dies
- 735,707 square feet of plastic
- 2540 custom pallets to ship product from Great Northern to Target Distribution
- 253 trucks were shipped of product from Great Northern, over the course of 43 shipping days
- The 16 displays accounted for 483 pages of assembly instructions

Design to WebCenter

Our company vision is to “help our employees win through a shared future and personal growth.” Jill Mill’s personal journey over the past several years shows just how powerful this vision is to our employees.

Jill was an outstanding structural designer in Racine who worked on several digital front end system projects during the early development of WebCenter. During these projects, she showed an excellent understanding of WebCenter and how the different components of the front end fit together. When the new role of Front End System Analyst was created, the WebCenter leadership team thought she would be a great fit for the position. They were right. She just led the development of a new set of system interactions for sales and account coordinators to make it easier to get projects entered, and to make changes to projects that are already in process in design and estimating.



Jill is an evangelist for consistency between our facilities in how we utilize the front end system’s tools. “Jill sees the inner workings of every one of our packaging and display facilities and understands the nuances and differences between them at a front end system operations level,” said Jeremy Stimpson, Director of Design in Twin Cities, and WebCenter leader.

Jill has adapted and flourished in the Front End System Analyst role, bringing with her the understanding of the business and the curiosity to ask questions about why things are done certain ways and then trying to figure out a way to make it better using the tools she has at her disposal.

Share your story.

Vision2020@GreatNorthernCorp.com

[update subscription preferences](#)

[update subscription preferences](#)