

BENEFITS OF TRAINING

An ROI Case Study from Coastal

Company

Archbold Container Corporation
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Overview

Manufacturer of Corrugated Packaging and Expandable Poly Styrene (EPS Foam). First owned by Georgia Pacific in 1968. Purchased (1974) by a local investor group, named Archbold Container Corporation. Eventually purchased by Sauder Woodworking, and moved to a new 230,000 square foot facility in 1987. Currently employs 160 full-time and 50 fluctuating part-time employees for three shifts. Supplies Sauder Woodworking Company (SWC) with 100% of their corrugated and foam packaging needs. One of the largest sheet plants in the Midwest.

Challenge

In 1996, Archbold Container Corporation's safety track-record had reached an unacceptable level. Archbold recognized that existing training methods were inadequate and that its training department also had limited personnel and capital resources.

Why Coastal's CD-ROM Solution?

Archbold's Requirements

1. A "bulletproof" system that allowed for individualized training
2. Higher training transfer
3. Easy to use by all employees
4. Training had to be completed with very little supervision – 24 hours a day, 7 days a week

Coastal's Solution

1. Clarity was designed to deliver high-quality, interactive multimedia training that is "turnkey"
2. According to published studies, computer-based training generally results in better retention
3. Archbold Container reported Clarity courseware to be well-received and very user-friendly
4. With Clarity's tracking and administration system, training supervisors could assign training and track results after completion – even for 3rd-shift workers

Solution

Archbold reviewed several CD-ROM/CBT vendors. The company purchased Coastal's Clarity Multimedia system in 1997 as an integral part of its overall safety-training program.**

"The only system we found that met all our requirements was Clarity."
 Everett Crawford, Safety & Environmental, Archbold Container Corp.

Results

Over the past five years, Archbold Container Corporation has experienced:

Eye Injuries	100% Reduction
Back Injuries	100% Reduction
Lost Work Days	100% reduction
Annual Incident Rate	95% reduction
Workers Compensation Costs	89% reduction
Restricted Work Days	85% reduction

The Numbers

Initial total investment in Clarity:	\$2,000.00 - Hardware (Computer and printer)
	\$7,414.36 - Twelve Clarity training CDs
	<u>\$9,414.36</u>

Estimated Savings to Date

Reduced Workman's Comp. Costs	More than:	\$94,000
Reduced Lost Work Days Costs	More than:	\$22,000
In Trainer's Costs (compared with classroom training)	More than*:	\$9,000 (*560 Man-Hours)
Estimated five-year TOTAL Savings**:		<u>\$125,000</u>

** Coastal Training Technologies Corp.'s Clarity Multimedia training system is just one component of Archbold's total safety training program. In addition to the Clarity system, Archbold also utilizes individual employee audit cards, weekly safety training videos, safety posters, etc. Archbold's program is company-wide and management-supported. Savings accrued are based on a proper implementation of Clarity in conjunction with this comprehensive safety program.