

Mexico City, August 3, 2007.



Gama Impresores, a large printing shop located in Mexico City, has recently initiated a drive to become a Lean Enterprise. One of the early initiatives in this process is the implementation of ASPROVA MS software, with the explicit intention of creating “capability to promise” and lead time reduction.

Carlos Javier Mondragon (Gama’s CEO) comments: “Gama has grown very rapidly in the last five years, and we are showing signs of “growing pains”. Customer service has suffered as the complexity of our order fulfillment process has increased. Sometimes our sales team declines orders rather than run the risk of disappointing customers. We need to know what we can promise our clients, and keep our promises. Only in this way will the business continue to grow. That is the reason we recently approved the ASPROVA-Lean initiative.”



Clearly Gama will realize significant cost savings and revenue increases as a result of the implementation of ASPROVA, but the principal objective is to return to its Mission of “delivering sustained value to our clients”.