

Custom Direct Wins the Gold Award at the 24th Annual Maryland Performance Excellence Awards



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The MPEA program serves to support Maryland organizations in their continuous improvement efforts. It recognizes and spotlights role model organizations whose performance is worthy of emulation. Since 1997, Maryland's awards program has been based on the Baldrige Criteria for Performance Excellence, a national standard for excellence, administered by the National Institute for Standards and Testing (NIST).

Maryland organizations that are progressing in their journey to performance excellence are recognized with Maryland Quality Awards at four levels- Gold, Silver, Bronze and Certificate of Recognition. The Gold award is presented to organizations that demonstrate an effective, systematic approach responsive to the basic requirements of most criteria items. The award application process emphasizes organizational learning and improvement. Applicants conduct a self-assessment of their organization and utilize the written feedback report to improve the way they manage their organization.

Custom Direct's journey to world class began in 2004 with the integration of the Baldrige Criteria for Performance Excellence and

LEAN principles as the cornerstones for continuous improvement and building a culture of excellence. Custom Direct's first submission to the MPEA earned them a site visit by a team of Examiners from various industries and this very prestigious award.

Tanya S. Cook, the company's Director of Quality, who has served as an Examiner for the MPEA and Malcolm Baldrige National Quality Award (MBNQA), sees this award as a significant milestone in the company's continued journey to World Class excellence.

About

Custom

Direct:

Offering an array of products, Custom Direct is an environmentally friendly company that has been operating since 1992. Initially only producing checks and advertising through 4checks.com, Custom Direct has grown to meet other consumer needs as well. Through GigglePrint.com, Custom Direct produces other stationery products and custom designed and printed items. Finally, Custom Direct has begun offering anti-fraud, credit card protection, and identity protection and restoration services through its EZShield brand. With so much to offer, Custom Direct truly has something for everyone.

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