



Integrating Management Systems

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Agenda



- 1). An introduction to Hallmark
- 2). System Certification
- 3). System Commonality
- 4). Integration as a Mechanism for Legal Compliance
- 5). Customer Requirements and Added System Value
- 6). Combined Auditing Efficiencies



About Hallmark



- The largest Greeting Card company in the world.
- Privately owned by the Hall family since foundation in 1910 in Kansas City. Centenary year.
- Current CEO and President Don Hall Junior - grandson of companies founder.
- Employ 18,000 staff worldwide and have product on sale in 50,000+ retail outlets.



- Design, edit, produce and distribute greetings products from 4 sites around the UK.
 - Bingley Road – Head Office
 - Dawson Lane – Manufacturing & Distribution
 - Brighthouse – Bulk Distribution
 - Parkhill – Wholesale Division
- UK business makes up 65% of Hallmark International Business (non-American).
- Market share of just under 30% in the UK.
- Employ 3,500+ staff in the UK.
- Supply high-street retail, grocery sector, wholesale market and our own Factory Outlet Stores.
- Franchise stores – ‘Gold Crown’ that we have limited control over.



Certified Systems

ISO9001

ISO14001

BRC

SMETA / SEDEX Ethical

FSC

Non-Certified Systems

ISO18001

PEFC

Carbon Trust Standard

ISO26000

Management Review

ISO9001
ISO14001



- 1). Combined Review
- 2). Documentation, measures, auditing, training
- 3). System health-check for Senior Leadership Team

Legal Compliance

ISO14001
ISO18001
SMETA



- 1). Similar / same reference sources
- 2). Common awareness and training mechanisms

Continual Improvement

ISO9001
ISO14001
Carbon Trust Standard



- 1). Links to strategy plans
- 2). Corporate engagement via ReSPECT programme

Internal Communications

ISO9001
ISO14001
ISO18001
SMETA



- 1). Shared Notice Boards
- 2). Noodle
- 3). Controlled Content

Traceability

ISO9001
BRC
FSC



- 1). Quality Issues
- 2). Product Recalls
- 3). Sustainable Materials & on-product claims

Concerns / Incidents

ISO9001
ISO14001
ISO18001
FSC
BRC



- 1). Reporting Systems
- 2). Measures
- 3). KPIs
- 4). Links to Strategy Plans

Training

ISO9001
ISO14001
ISO18001
SMETA
FSC



- 1). HR Interface
- 2). Record Retention
- 3). Evidence

Integration as a Mechanism for Legal Compliance



Question

Who's responsibility is legal compliance?

Question

How can we ensure they have the knowledge and tools to stay compliant?

**Text in black process
flow boxes are quality
critical**

**Text in green process
flow boxes are
environmental critical**

**Text in red process flow
boxes are H&S critical**

Backed-up by training, where necessary.

Involvement in regulator relations / site visits & audits.

Example of print process – see handout.

Environmental objectives are built into Strategy Plans for each area of the operations business.



Objectives for each area / department



Personal objectives via Appraisal process



Independent verification of achievements

Customer Requirements & Added Value



All have own technical, environmental & ethical requirements – in addition to Standards.

Applicable to all sub-contractors and have a team working with supply chain to achieve this.

Managing expectations and justifying that what we have is equal to, or better than, what is being asked for.

If all else fails then additional requirements can be incorporated into the system.

Reduction in certification audit days – 16 days a year TO 3 days.

- Combined ISO audits into IMS audit.
- Reduced surveillance frequency to annual as a result of confidence in our system and the low levels of risk represented.
- Financially beneficial, but time saving is more important.

Internal audit is a combined function & multi-disciplinary approach covering 3 levels.

Survey Audit – Top-level strategic audit.

Process Audit – End-to-end process review.

Check sheet Audit – quick tick box.