

Customer Feedback

Keep Those Letters Coming

A memorable television commercial punch line goes, "When E.F. talks, people listen!"

To paraphrase that line a bit, it is very fitting to Adams-Millis. "When our customers talk, Adams-Millis listens!"

"Consumer feedback is very important to us as a

company," said Mike Mabe, Manager of Quality Control. "We want to know what the customer thinks about our product so that we can make it to better fit his or her needs or expectations."

Mabe continued, "We certainly like to get the letters complimenting us on our prod-

ucts, but we want to get those that are negative as well. They help us to improve our product and provide better value to the customer.

"Customers realize that mistakes happen and even those who have something negative to say about our product are very sincere and try to be help-

ful to us in making improvements in our product," Mabe said. "They are looking for their value in the product and they know we'll satisfy them, whatever the problem might be."

Letters and other communications from customers are highly valued as a means to achieve Total Customer Satisfaction. Each week a positive letter and a negative one are posted in all Adams-Millis plants along with a count of positive and negative letters received during the preceeding week.

"This lets everyone know how we are doing in satisfying our customers," Mabe said. "We continue to work to improve the image of our products in the eyes of our customers. The letters are a good gauge of that."

Following is a sampling of some customer letters received recently concerning Adams-Millis products.

Dear Sir,

Please find enclosed my receipt from Zellars and UPC code from the product we bought, advertising the MFR's \$2 mail-in rebate.

Our family enjoys using your products and your efforts to keep costs down. Thank you. Sincerely,
Mrs. Jo Franklin
Brooks, Alberta, Canada

I wear your socks more than any other brand. Don't change them! I recently, however, had this problem with the pair

enclosed (splitting seam near heel) after being laundered once.

Thanks,
Bruce Benedetto
Burlington, Conn.

Please note -- one sock is very short. Another pair in the package was different, too, but I'll cope with it -- if you will just please replace this pair. Thank you.

Ruth Holland
Canal Fulton, Ohio

Dear Hanes,

I recently purchased a six pack of Hanes Her Way casual socks. Much to my dismay the toe was not properly stitched on the enclosed pair. They have only been worn one time.

Also, the socks would be much more comfortable if the seams were smaller and smoother.

I trust you will rectify this situation.

Sincerely,
Lisa A. Youngers
Williamsburg, Va.

Hi,

I just wanted to send a short note to tell you I bought these Hanes Her Way Socks. I love them. They are so comfortable and they don't choke my calves or ankles. I just wanted to tell you they are the best socks I've ever had in my life. I'm 34. Like the label says, "The ultimate in fit and comfort." Thank you and whoever designed them.

Cheryl Knoll
Tyndall, S.D.

New Finishing Process Is Environmentally Friendly

(Continued from Page 1) concentration of more than 52 percent. The Adams-Millis process will use a 45 to 50 percent concentration.

Stokes said the Barnwell bleaching system will be the most automated of anybody in the hosiery industry and will result in substantial cost savings by using the hydrogen peroxide process.

It is expected to save about 1.5 cents per pound of socks washed. That will mean a savings of more than \$200,000 a year when the facility reaches full production.

Stokes said the hydrogen peroxide process will replace the hydrochlorine bleach in all other Adams-Millis facilities by the end of 1993.

He said the new process in Barnwell also will use about 60 percent less water than the traditional method. But research is being done to enable most of the water to be recycled.

"We are working on a recycling process that would allow us to use only 15 percent of the water that now is used

in the bleaching process," Stokes said.

He explained that recycling also will allow better exhaustion of chemicals used in the bleaching process.

"The more we recycle those agents, it means that we will buy less chemicals," he said. "So that will also mean a cost savings."

The Barnwell process will use water rather than chemically treated water from a municipal water system.

"When we use municipal water, there are chemicals in it that can adversely affect the bleaching process," he said. "We don't have to be concerned with that, using the well water."

From a safety standpoint, Stokes said operators of the washing equipment will only have to mix the chemical agents once a day and once mixed they will be fed into the process automatically so the operators will not have to touch them again.

Stokes said the tunnel washer system in Barnwell will be able to process 200 per-

cent more socks in the same time required in the process currently used in other Adams-Millis facilities.

"We're really excited about this new process," Stokes said. "It's good for the environment, it saves us money, it's more efficient, it's safer and it shows that Adams-Millis is a good corporate citizen."

A-M Earns S.C. Job Creator Award

Adams-Millis' new Barnwell facility had barely produced its first sock when the company earned an honor from the State of South Carolina.

Adams-Millis was among 100 companies honored with the Job Creator Award.

South Carolina Governor Carroll Campbell presented the award to CEO Rich Noll during ceremonies March 4 in Columbia. Campbell had spoken at the Adams-Millis plant November 19 when plans were announced for the Barnwell facility.

Companies receiving the award were nominated by the Job Creator Award's four sponsors -- S.C. Employment Security Commission, S.C. Development Board, S.C. Board for Technical and Comprehensive Education and the S.C. Department of Parks, Recreation and Tourism. The nominees included all sizes and types of businesses.

Adams-Millis' Barnwell facility currently employs about 100 but that number is expected to reach 600 within the next two years, according to Noll.

A-M Gift Aids Kernersville's First Spring Folly

Adams-Millis recently provided a sizable portion of the budget for Kernersville's first Spring Folly with a gift of \$3,000.

Kernersville Finishing Plant Manager Robert Gates and Human Resources Director Bob Hoots presented the check to Kernersville Chamber of Commerce President Arnold King.

The event, which is set for May 14-16, will include entertainment, arts and crafts and part of the final leg of the international Tour DuPont bicycle race through Kernersville.

"We were glad to be able to participate in this commu-

nity event through this contribution to the Kernersville Spring Folly," said Adams-Millis CEO Rich Noll. "We hope this will become a successful annual event for Kernersville."

He added, "It is opportunities like this that allow Adams-Millis not only to give something back to the communities where the company has facilities, but also to gain exposure for our products."

The Tour DuPont, which will conclude in Greensboro, will be televised for 11 days to 88 countries and will have a larger viewing audience than the Super Bowl.

Olympic Games To Showcase Sara Lee Products

The Atlanta Committee for the Olympic Games and the United States Olympic Committee have announced that the Champion and Hanes divisions of Sara Lee Corporation have signed what is believed to be the largest single category licensing agreement in U.S. Olympic history.

The combined licensing agreement, which applies to the knit activewear apparel, is expected to generate estimated licensing revenues of \$20 million for the Olympics. The agreement covers the marks of the 1994 Olympic Winter Games in Lillehammer, Norway, the 1996 Atlanta Centennial Olympic Games and the 1994 and 1996 United States Olympic Teams.

"With Champion and Hanes as the premier licensees for knit activewear, we are assured of exceptionally high quality products that will

now display Olympic marks," said Billy Payne, Chief Executive Officer of the Atlanta Committee for the Olympics. "This sets the standard by which all Olympic licensed products will be measured."

Licensed activewear for the 1994 and 1996 Olympic Games and the U.S. Olympic Teams will soon be available to all consumers on a nationwide basis in every major channel of distribution. All purchases of these products will support the Olympic Games and America's Olympic hopefuls.

"We will use these marks on T-shirts, sweatshirts and other knit products to promote an activewear lifestyle reflected in the spirit of America's Olympic athletes, the Olympic Games and to complement our own brand strategies for Champion and Hanes," said Jack Ward, Chief Executive Officer of Sara Lee Knit Products.