



**Tim Starling
of GSM Primographic says:**

Flexible, In-depth Learning With The FESPA E-learning Screen Printing Course

GSM Primographic based in Brecon in Mid Wales is part of the GSM Group of Companies with manufacturing sites in 4 locations throughout UK. GSM Primographic is recognised within the Automotive Industry as the leading supplier of labels to all the main OEM's throughout Europe.

GSM Primographic has a long history of screen printing dating back to 1936 and had invested in alternative processes in the last decade i.e. Flexographic and Hotfoil Printing on a roll along with Resin Doming and Digital Printing.

Tim Starling - Operations Manager at GSM Primographic said "it was apparent that these newer technologies were being supported by various training courses both within local Colleges and Universities, however it was becoming more difficult to find suitable courses for screen printing" The quest was on to identify a suitable provider with FESPA being the 1st port of call.

Mr. Starling goes on to say "The World Of Print "e" learning course was initially selected because of its accreditation by FESPA and DSPA UK, also because of the flexibility that it could provide with regards to allowing our Print Team within GSM Primographic the flexibility to work on the course both at home and within the workplace."

Mr. Starling continues "Having registered for the trial module it quickly became apparent that the content and ease of use within the World Of Print e-learning system was exactly what the Company was looking for. The modular course split into 16 lessons with a test at the end of each lesson and a final (FESPA accredited) examination is structured in a way that is both easy to use and also packed with in depth information on every aspect of screen printing."

In September 2006, GSM Primographic registered its first two team members. The decision was made to start with an experienced Printer and a Print Trainee to evaluate if the course would provide training pitched at all levels of skills and print background.

In November 2006, Ricky Griffiths completed the course and passed his final examination with flying colours. Ricky says "the course was very useful as it provided formal training to support my years of practical experience. It's quite surprising what I had forgotten, or was not aware of – it's also nice to get formal recognition for the skills that I possess." Ricky's success was quickly followed in 2007 by Print trainee Jamie Raby and with GSM Primographic registering further Team Members on the course. It is the intention to get the whole Print Team trained within 2007.

Mr. Starling goes on to say "I am now eagerly awaiting the Digital Print training course that I know is planned."

GSM Primographic

Ffrwdgrech Industrial Estate, Brecon, Powys, LD3 8LA, Tel: +44 (0)1874 624433

tim.starling@gsmprimographic.co.uk

T.A.Starling - 28.02.07