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Manufacturing Today highlights value of planning, customer focus in GCX Corporation

PETALUMA, Calif. (Feb 10, 2011) – GCX Corporation is profiled in the Spring 2011 issue of Manufacturing Today, a quarterly publication that covers best practices and supply-chain management issues across a variety of industries.

The article, "From the Source," cites GCX for the operational efficiencies of its hybrid production planning system. The worldwide leader in medical instrument and IT mounting solutions, GCX must manage a diverse product line, variable demand for parts, and a dispersed, global marketplace. By making its planning information visible across the supply chain, GCX maintains component economies of scale and keeps costs low for customers.

Cris Daugbjerg, vice president of sales and development, describes the option "to build or not to build a finished good" at warehouses near the customer, depending on demand, for just-in-time delivery. This model serves the dual purpose of minimizing cost and impact on the environment.

The article also highlights the GCX business fundamental "to start with the customer and work our way back," originated by GCX President John Kruger. The resulting "understanding of what our customers want and how it translates to their job...is one of GCX's most valuable assets," Daugbjerg states.

"I commend this article, not only for its insight into the manufacturing process that goes into GCX products, but also for what it says about the experience of our GCX team selling directly to hospitals," said Director of Marketing Kevin Merritt. "Our field sales force can walk into any hospital and understand what they're likely to need."

"With 40 years of dedicated medical industry experience, GCX is unrivaled in its ability to provide field-tested, proven products and mounting solutions that our OEM customers' manufacturing and engineering people want."

View the entire article online at: www.nxtbook.com/nxtbooks/businessmedia/mt_2011spring/#/48

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About GCX Corporation

GCX Corporation has been serving the health care industry since 1971, providing medical instrument and IT mounting solutions. Products are developed exclusively for the health care field and are marketed directly to hospitals. GCX also has custom product development relationships with Original Equipment Manufacturers. Major product lines include wall mounts, roll stands, ceiling mounts, countertop mounts, pole mounts and more, along with a variety of mounting accessories. GCX mounting solutions feature space-saving, ergonomic designs to improve both equipment and patient access.

More Information

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