



**Deluxe Corporation**  
P.O. Box 64235  
St. Paul, MN 55164-0235  
(651) 483-7111

---

## **N E W S   R E L E A S E**

July 31, 2002

### **Deluxe Receives Prestigious Lean Manufacturing Award**

*The Mid-America Manufacturing Technology Center (MAMTC)  
recognizes Deluxe's production efficiency*

**For additional information:**

**Maureen Hatteberg**  
Deluxe Financial Services  
(651) 483-7503

**Joe Thornton**  
Weber Shandwick  
(952) 346-6167

St. Paul, Minn.—Deluxe Financial Services today announced its Lenexa, Kan. manufacturing facility received the Leading Edge Award from the Mid-America Manufacturing Technology Center (MAMTC). The award is based on Deluxe's exceptional implementation of lean manufacturing concepts. Congressman Dennis Moore will formally present the award to Deluxe before touring the Lenexa facility today.

Lean manufacturing is a systematic approach to identifying and eliminating activities that don't add value in the production cycle. Following MAMTC's lean manufacturing principles, Deluxe increased production levels, while it reduced the cycle time by 12 percent within a year of implementing the lean concepts. In addition, product travel through Deluxe's check printing production process was reduced from 194 feet to 23 feet, eliminating five pieces of equipment.

"Deluxe's Lenexa division is a great example of our ongoing commitment to maximizing efficiency at all of our manufacturing facilities," said Luann Widener, vice president of operations, Deluxe Financial Services. "We continually seek ways to improve our already-efficient production techniques, and the lean manufacturing concepts help us maintain our industry leadership in quality production."

Lean manufacturing engages employees throughout the production cycle by asking them to evaluate the effectiveness of the existing processes that they deal with on a day-to-day basis. First-hand employee feedback has allowed Deluxe to reduce defects per million by 129 percent, and dramatically reduce the number of hours needed to produce the same amount of products. "Because the process is built on employee input, morale is enhanced and employees are more engaged because they know they really can make a difference," said Widener.

"Lean manufacturing puts the customer needs first, providing them with the maximum value for the lowest price," said Mark Minter, Director of MAMTC's Overland Park office. "MAMTC's Leading Edge Award recognizes Deluxe's extraordinary results in creating maximum efficiency in its production cycle."

-more-

**About Deluxe Financial Services**

Deluxe Financial Services (Deluxe) is a business unit of Deluxe Corporation (NYSE: DLX). As the world's leading check printer, Deluxe serves more than 10,000 financial institution clients across the United States, filling 80 million consumer check orders each year. Deluxe offers the industry's broadest selection of licensed-image check designs with unsurpassed quality in products, printing technology and service. The company also provides specialized marketing services directly to consumers on behalf of its clients, improving customer satisfaction and driving new revenue opportunities for financial institutions. Deluxe's eCommerce solutions streamline the account opening and check ordering process for financial institutions, and these electronic and [Internet-based](#) channels drive 80 percent of Deluxe's check orders. More information about Deluxe is available at [www.deluxe.com](http://www.deluxe.com).

**About The Mid-America Manufacturing Technology Center**

The Mid-America Manufacturing Technology Center (MAMTC) helps manufacturers enhance their productivity and business performance. MAMTC's services include hands-on consulting, assessments, technical seminars, vendor and technology searches, product testing, and demonstrations of equipment and software. A not-for-profit organization, MAMTC is an affiliate of the NIST-MEP network and the Kansas Technology Enterprise Corporation, the University of Colorado and the Wyoming Business Council. For more information, visit [www.mamtc.com](http://www.mamtc.com).

###