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Jan. 28, 2011



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## **Pacific Rubber implements strategic ERP system to enhance productivity**

Pacific Rubber & Packing, a Bay Area firm specializing in the design, sourcing and supply of performance o-rings and seals, has implemented a new Enterprise Resource Planning (ERP) system to enhance internal productivity and augment response times.

The new ERP system at Pacific Rubber integrates management information across the entire organization and automates all activity using a computer-based application. Not only is the flow of information among divisions improved, but the system operates in real time, meaning all information is as up-to-date as possible and can be used to update customers accurately and efficiently.

"This new system puts everybody - literally from order entry to delivery and everything in between - on the same platform," described John Farcich, vice president of operations for Pacific Rubber & Packing. "All of our checks and balances are now integrated into one system that is highly efficient."

The ERP system implemented at Pacific Rubber is currently an internal system designed to advance productivity and allow for additional efficiencies. The program manages all steps in the order processing and customer service process including: engineering, work orders, scheduling, capacity, workflow management, quality control, cost management, manufacturing projects and manufacturing flow.

"The goal of this system, backed by Pacific Rubber's 'performance delivered' promise, is to continue to advance our response to customers that are seeking critical parts for highly technical industries. The ERP system moves Pacific Rubber forward by leaps and bounds, and ensures not only automated order processing, but also concise stock inventory reports."

With the internal ERP system at work, the next step will be to allow customers access to inventory information, Farcich noted. Once implemented in coming months, this "enterprise application suite" or ERP II will also allow suppliers and customers real-time access to the systems.

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*Since 1979, family-owned and operated Pacific Rubber & Packing has been a leading source of manufactured and custom o-rings, seals and gaskets for the semiconductor, medical, automotive, solar and consumer electronics industries. In addition to parts procurement, creation and delivery, Pacific Rubber provides customization services including cleaning in a controlled environment, cleanroom packaging and quality control using the latest technologies.*