



Contact: Mike Baker

908-474-1589 x. 229

**SONY DADC IN PITTMAN, NEW JERSEY TRAINS FORK LIFT OPERATORS
TO EARN COMMERCIAL DRIVERS LICENSES**

Sony's Eastern DADC location began producing vinyl LPs in 1960. In 1988, the 493,893 square foot facility began manufacturing compact discs. Pitman set a precedent for efficiency, quality control and customer satisfaction by being the first of the Sony DADC facilities in the U.S. to receive ISO 9000 series certification for manufacturing standards. With one of the industry's most complete manufacturing, printing, and packaging facilities, Sony DADC is synonymous with high class disc replication. Current CD capacity is around 18 million discs per month at this location. DVD capacity is at 15 million discs per month.

Sony DADC Pitman's product and service offerings include:

- Audio Compact Disc (12cm)
- CD-ROM (12cm)
- PlayStation® game discs
- CD Jewel Box and Tray
- SMU Warehousing/Distribution
- 230,000 square feet of manufacturing and 270,000 feet of warehouse space
- Packaging and Assembly

Smith & Solomon has been training forklift operators at Sony's SMU Warehouse/ Distribution center to earn their commercial drivers licenses at the Smith & Solomon classroom and road training facility in Cherry Hill, New Jersey, less than a half hour away from Sony's facility. The forklift operators are earning their CDLs so they can move raw materials such as artwork, polycarbonate and cardboard back and forth between facilities across the street from each other. Occasionally, they must also drive to Vineland or other Sony locations to pick up additional trailers.

The program takes four to five weeks and includes classroom training for candidates to earn their driver's permits as well as four or five weeks of practice yard and on the road training.

"Sony's program is an excellent example of corporate human resources planning," notes Larry Carringi, Smith & Solomon's director of corporate training. "Instead of pulling full time drivers away from other work or paying for a common carrier, the company has been able to tap existing manpower who are also learning a new skill.

More and more companies are tapping existing resources, notes Carringi, retraining warehousing and distribution employees to become full and part time drivers. "The company is promoting a worker with a proven track record with the company, and saving time on recruitment to hire outside drivers," he explains.