

Heartland Business Systems keeps growing

Expansion sets stage for further development

By **Pete Bach**

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LITTLE CHUTE — Heartland Business Systems is one of those employers every community wants to have: one with a high-tech edge, a non-polluting operation that pays an above-average living wage.

And growing like mad.

"When I started here 6½ years ago, I was employee No. 40," said Colleen Schott, marketing manager. "Now the company is up to 170 workers."

Heartland recently completed a 16,000-square-foot addition at its facility at 1700 Stephen St., the third and largest expansion since 1998, when it relocated to the prominent location along U.S. 41.

The expansion consists of about 11,000 square feet of warehouse space to house a new state-of-the-art Jennerjahn splitter and rewinder that produces receipt rolls.

It also provides 5,000 square feet of office space for partner company Avastone Technologies, a division that provides programming, Web site design and related services.

The combined \$1.3 million tab for the equipment and construction puts the company on a solid footing to stay competitive.



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Heartland Business Systems machine operator Deb Wiegert works on packing register tape on Monday that was cut and produced by the company's new Jennerjahn splitter and rewinder. The Little Chute company recently completed a 16, 000-square-foot warehouse. Post-Crescent East photo by Mike De Sisti

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At a glance

Heartland is a leading manufacturer and distributor of labels and other packaging-related items and a provider of business information systems and technology.

On the Web

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"This is another step to posture Heartland to meet the ever-changing market conditions to ensure that we exceed the expectations of every customer, every distributor every day," said Peter Helander, president of Heartland Label Printers, which does business as Heartland Business Systems.

The new Jennerjahn machine, a custom piece manufactured in Indiana, is running at nearly full capacity and part of an expandable process.

"I'm already looking for another press," said John Wojcik, production manager at Heartland. "We had the Jennerjahn built so that it's set up for a dual. We can add another winder to it and double our output."

In 2004, the year of the company's last expansion of 10,000 square feet, the company opened a location in Milwaukee and established its Avastone division.

Four years earlier, the company added 10,000 square feet to the Little Chute facility, which was 23,000 square feet at that time.

Heartland Label Printers was founded in 1991 in Neenah. Heartland Label merged with Alferi Communications to form its Heartland Business Systems division, which provides technology to clients across a wide spectrum, including corporate and health care settings, education, government and not-for-profit organizations.

Schott said the firm stresses continuing training for its employees as evidenced by a wall of certifications and awards from Microsoft and other prominent partners.