



NEWS RELEASE

17th August 2005

NEW 'ON DEMAND TRAINING' INITIATIVE SET TO REVOLUTIONISE THE PACKAGING INDUSTRY

Halo Training Limited launches innovative training solution designed to improve operating efficiencies and increase profitability

Halo Training Limited (tel: 01635 201768) - leading developer of bespoke training solutions - has launched its brand new and revolutionary 'On Demand Training' (ODT) initiative aimed specifically at manufacturers and suppliers of equipment for the packaging industry. Offering major cost and efficiency benefits, ODT is an intuitive and self-contained learning package designed to teach personnel how to operate even the most cutting-edge machines safely and easily. In addition, ODT differentiates the supplier's product and benefits its customers by ensuring maximum productivity from the installed investment.

ODT uses an exciting combination of needs analysis and multimedia technology to allow machine operators, supervisors and other production staff to manage their own training schedule by dictating the level and speed of learning. Provided on CD, intranet or internet, each highly visual ODT solution incorporates stimulating animation, video and audio material to help clearly demonstrate operating functions and procedures, cleaning and maintenance, plus health and safety issues.

John Craig, Halo Training's Founder and Director, comments: "Having spent some 20 years working at a senior level within the packaging sector, I've always been aware of the need for, but lack of, first-class training for production personnel, in particular, equipment operators. In my experience, once the machine has been delivered and installed, a few hours of poorly communicated instruction is given and the operator is

Cont.../2

is expected to get on with it. This has a negative impact on morale, efficiency and profitability!

ODT turns training on its head. It allows the user to manage their own training at a pace and level they feel comfortable with. Each ODT module contains extensive video and animation footage – adhering to the old adage ‘a picture speaks a thousand words’.

John continues: “We haven’t just developed another PowerPoint slide show; ODT is a presentation medium that truly enhances the learning experience. I believe that good training does help boost sales, as well as motivate staff, and to be honest, I don’t think it’s too much to ask that all operators have an up-to-date and comprehensive understanding of how to use equipment and the background to the technology employed.”

Providing instant operational information about equipment, ODT ensures personnel have access to training at all times including night shifts when providing support and maintaining top performance is particularly challenging.

Halo Training’s ODT modules can be conveniently provided via PCs, Laptops, or web-based browsers. Help links can also keep operators in close contact with equipment suppliers minimising downtime and improving profitability. Lifetime support contracts are also available.

Ends

For press information please contact: Emma Hulse, ELH Communications, Red Cottage, Dorney Wood Road, Burnham, Berks SL1 8PT. Tel: 01628 665593 Mob 07801 869938 Email: emmahulse@copperstream.co.uk

For product information please contact: John Craig, Halo Training Limited, Scottalls Lane, Hampstead Norreys, Thatcham, Berkshire, RG18 0RT. Tel: 01635 201768 Email: enquiries@halotraining.co.uk or visit www.halotraining.co.uk.