



A BRADLEY-MORRIS CASE STUDY



COMPANY PROFILE:

Proseal America produces high quality, efficient, cost effective tray sealing machines with service that surpasses expectations. The company specializes in tray sealing, food packaging, packaging and containers, industrial automation, and food production. Founded in 2009, the company has grown to a \$60 million dollar a year business with more than 100 employees and is one of the leaders in the food packaging industry. Headquartered in Richmond, Virginia, Proseal America was acquired on June 1, 2019 by parent company JBT FoodTech. Proseal delivers exceptional machine service with its superior service department that runs 24/7 365 days a year.





THE CHALLENGE

The company's growth and commitment to quality service requires an ever-expanding team of highly trained service technicians able to deliver expert solutions quickly and efficiently. The company's greatest need for personnel lies in its service team, which travels throughout North America, the Caribbean, and even to visit customers in Korea and China. The company was struggling to secure quality employees and needed candidates with solid electrical and mechanical skills, as well as field service experience, the ability handle installations, to train others, and perform warranty and servicing work.

THE SOLUTION

Enter Bradley-Morris, Inc. (BMI) in 2018. After connecting with representatives from BMI, the next task was convincing Proseal's leadership team that using a recruiting services firm made sense. "Initially they didn't want to go in that direction because the company had never recruited through a staffing group," said Ted Jones, Human Resources Coordinator for Proseal America. Jones convinced company leadership that a high-quality military hire who could learn quickly would be able to advance faster through Proseal's four-level tiered system for field service technicians, resulting in a higher ROI for the organization.

Proseal maintains a clear picture of who they want to hire. "We look for energy, for someone who's excited to be here, for someone who asks great questions because questions reflect intelligence. When someone comes in to ask about processes and training, we like that," said Jones.

Bradley-Morris candidates quickly jumped on the fast track for success. Within one year, service techs hired through BMI moved from tier 1 to tier 3, nearly lapping other service techs in the process. "A few months after we hired our first candidate, our CEO said, 'Oh, this was such a good idea. How do we get more?'" said Jones. "We are happy with them culturally. We are delighted to hire a veteran. And it's an incredibly good decision for us all the way around."



THE RESULT

BMI placed more than five veterans with Proseal in the course of one year, and more hires are on the horizon. The first placement moved quickly through Proseal's tiered ranking system, achieving tier three status within seven months. The winning formula boils down to a solid alignment with the company's needs, the quality of the individual, and what BMI does on the technical side to get the right candidates to their door. The result? A steady flow of candidates who consistently meet Proseal's objectives.

The commitment to hiring veterans helped Proseal America to earn the [Gold Medallion Award](#) from the U.S. Department of Labor given to employers committed to recruiting, employing and retaining America's veterans. Proseal credits winning the award in part to its partnership with BMI. "We were delighted to get the Medallion award," said Jones. "It's great to get the recognition, but the main thing for us is that our veterans do. It's important to us to recognize what they've done before they got here, and what they're accomplishing now, because they will move into key roles and their abilities are very, very high."

"Our leadership just loves it because it's worked out so well for us," said Jones. "We've been able to establish a really good relationship with Bradley-Morris. They've been great to work with for a company of our size. The five BMI people have set the bar incredibly high. They have lifted overall expectations. We've just been so impressed," said Jones. "We really like the way they present themselves: their eagerness, their intelligence, their skills. I would say they have lifted the service team overall," he added.