



EXECUTIVE STRATEGY BRIEF

OMNI Systems

Second & Third Shift, Talent Acquisition, Growth & Retention Plan

Built on low-cost social media and employee engagement — turning our culture into our biggest recruiting advantage.

A low-cost social engine can grow OMNI’s pipeline, public profile, and retention in one motion

OMNI is a corporate leader but under-recognized by the public — the constraint on hiring is **awareness**, not reputation.

A targeted, mostly-organic social program can lift qualified applicants by a **50% target within 12 months**.

Employee-generated content and an ambassador program turn the workforce into OMNI’s primary recruiting channel.

The same engagement that attracts talent reinforces retention — a measurable OMNI strength — at minimal incremental cost.

WHY OMNI WINS

4.9

Glassdoor employer rating

61%

Of employees with 15+ years of tenure

3x

Named a Top Workplace three years running

Low cost

Organic-first channels and employee content lead the spend

90 days

From approval to a measurable, scaling program

01

SECTION 01

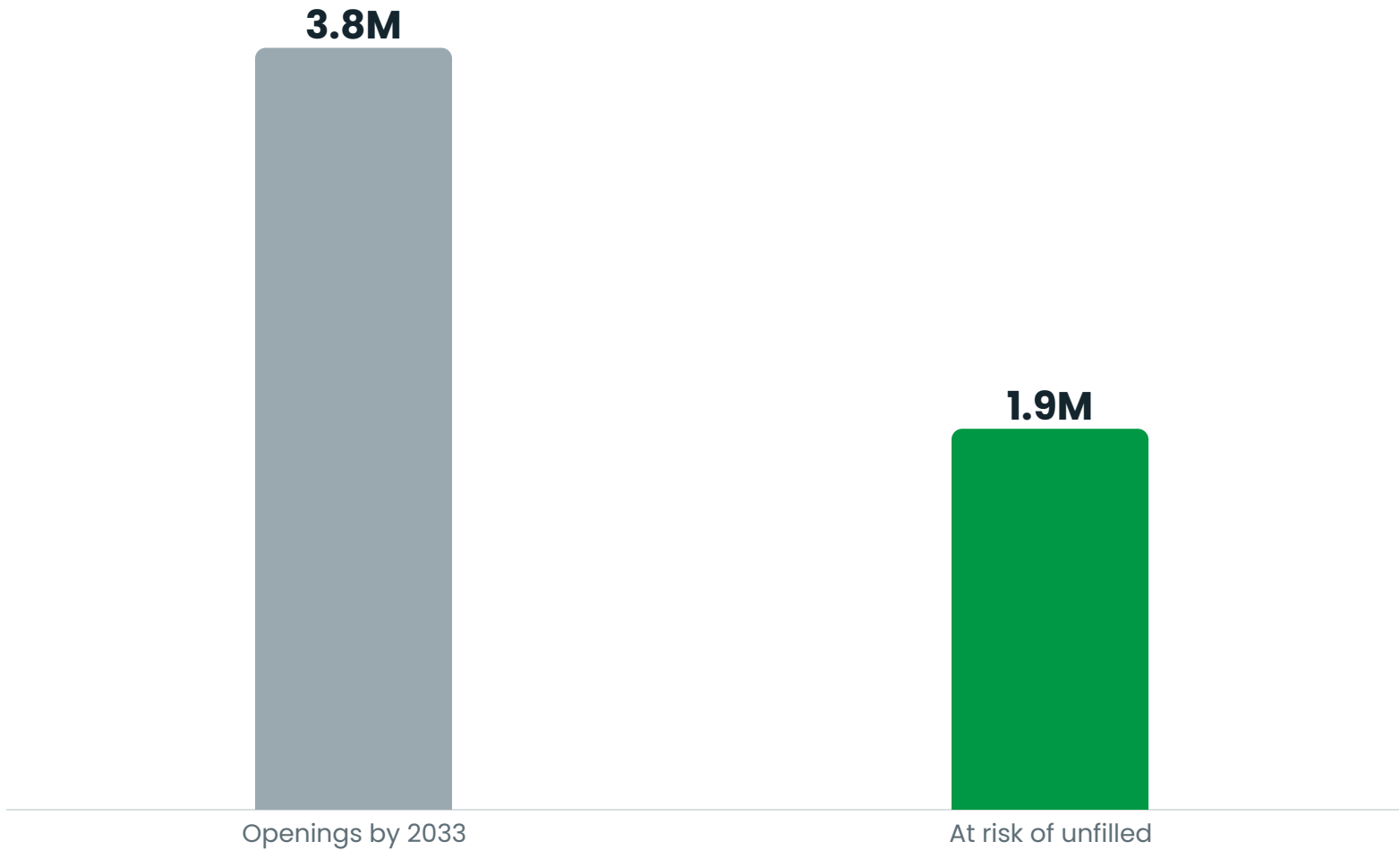
The Case for Change

The labor market is tightening while OMNI's public visibility lags its corporate strength.

Manufacturing faces a widening labor gap through 2033

U.S. manufacturing roles, in millions

Projected new openings vs. roles at risk of going unfilled



Roughly half of projected openings risk going unfilled.

33% of manufacturing workers are age 55 or older

\$1T potential annual cost to the U.S. economy if the gap is left unaddressed

Competition for skilled press operators is intensifying — visibility now decides who wins the talent.

OMNI already owns the employer brand the market is fighting for

4.9

Glassdoor employer rating from current and former employees

3x

Top Workplace honoree — Crain’s & The Plain Dealer, three years running

61%

Of employees have 15+ years of tenure with OMNI

Family-owned

North America’s leading label manufacturer, built on people

Industry-leading benefits: 401(k) with match and profit sharing, full medical / dental / vision, HSA, paid holidays plus floating days, referral bonuses, attendance incentives, and modern climate-controlled operations on Mark Andy presses.

Four 12-month targets define what success looks like

OBJECTIVE	12-MONTH TARGET	PRIMARY METRIC
Qualified applicants	+50%	In-region, role-qualified applications per month
Time-to-fill	-30%	Days from job posting to accepted offer
New-hire retention	+10 pts	Share of new hires retained at six months
Referral-sourced hires	25%	Of total hires sourced through employees

We are recruiting four core talent profiles

01

Skilled Press Operators

Flexographic experience on Mark Andy presses across 1st, 2nd, and 3rd shifts.

\$20–\$25+/hr

02

Production & Finishing

Entry-to-mid roles for reliable people we can train and grow from within.

Will train

03

Maintenance & Technical

Mechanical and electrical aptitude to keep a modern plant running at uptime.

Skilled trades

04

Career-Changers & Veterans

Disciplined, trainable people seeking stability and long-term growth.

High retention

02

SECTION 02

Brand & Channels

A clear employer promise, expressed consistently across every social platform candidates already use.

“Build your future with OMNI” — a promise we can prove

POSITIONING STATEMENT

For people who want stable, skilled work that lasts, OMNI offers a place to build a career — not just take a job.

Backed by 4.9-star reviews, three Top Workplace honors, and a workforce that stays for decades.

Stability

A family-owned leader where careers are measured in decades.

Craft

Skilled work on modern presses with real pride of output.

Community

A respected local employer that invests in its people.

Growth

Training and advancement that turn jobs into careers.

Our hiring creative is already social-ready

OMNI SYSTEMS
Highest Quality Labels - Lowest Prices™

NOW HIRING!

FLEXOGRAPHIC PRESS OPERATORS

Join North America's Leading Label Manufacturer

At OMNI Systems, we deliver high-quality labels for the world's top brands—and our people make it possible.

BUILD YOUR CAREER WITH OMNI SYSTEMS

We offer more than just a job—we offer careers that grow with you. Enjoy competitive pay, excellent benefits, and real opportunities to advance.

FAMILY-OWNED. PEOPLE FOCUSED.
Performance driven.

BUILT ON GROWTH. STRONG FUTURE.
Multiple facilities. Ongoing investment.

FOCUSED ON QUALITY. DRIVEN BY INNOVATION.
Advanced technology. Consistent results. Trusted by leading brands.

THE OPPORTUNITY
We are looking for talented, motivated individuals to join our team as Flexographic Press Operators.

- Operate Mark Andy flexographic presses
- Ensure quality and consistency
- Set up inks, plates, tooling & materials
- Troubleshoot and maintain efficiency
- Work in a clean, climate-controlled facility
- Be part of a team that values safety and teamwork

WHY YOU'LL LOVE WORKING HERE

- COMPETITIVE PAY**
\$20-\$25+ Per Hour Based on Experience
- EXCELLENT BENEFITS**
Medical, Dental, Vision, Life & Disability Insurance
- RETIREMENT SAVINGS**
401(k) Match & Profit Sharing
- WORK-LIFE BALANCE**
Paid Time Off & Paid Holidays
- CAREER GROWTH**
Training, Advancement & Long-Term Opportunities

ALL SHIFTS AVAILABLE

- 1ST SHIFT**
Day Shift
- 2ND SHIFT**
Afternoon Shift
- 3RD SHIFT**
Night Shift

INNOVATION. EXCELLENCE. TEAMWORK.
At OMNI Systems, our people are at the core of our success. Together, we deliver more.

APPLY TODAY!
701 Beta Drive
Mayfield Village, OH 44143
216-377-5160
omnisystem.com/careers

Scan to Apply Now!

JOIN A COMPANY THAT VALUES YOU AND BUILDS QUALITY EVERY DAY.
We invest in our people with the tools, training, and support you need to succeed.

HIGHEST QUALITY LABELS. LOWEST PRICES.™

Post A • “Now Hiring”

OMNI SYSTEMS
Highest Quality Labels - Lowest Prices™

WE ARE HIRING!

FLEXOGRAPHIC PRESS OPERATORS

Join North America's Leading Label Manufacturer

At OMNI Systems, we deliver high-quality labels for the world's top brands—and our people make it possible.

GROW YOUR CAREER. BUILD YOUR FUTURE.

We invest in our people with competitive pay, excellent benefits, career advancement opportunities, and a collaborative work environment.

FAMILY-OWNED. PEOPLE FOCUSED.
Performance driven.

BUILT ON GROWTH. STRONG FUTURE.
Multiple facilities. Ongoing investment.

FOCUSED ON QUALITY. DRIVEN BY INNOVATION.
Advanced technology. Consistent results. Trusted by leading brands.

THE OPPORTUNITY
We're looking for experienced, motivated individuals to join our team as Flexographic Press Operators.

- Operate Mark Andy flexographic presses
- Ensure quality and consistency
- Set up inks, plates, tooling & materials
- Troubleshoot and maintain efficiency
- Work in a clean, climate-controlled facility
- Be part of a team that values safety and teamwork

WHY JOIN OMNI SYSTEMS?

- COMPETITIVE PAY**
\$20-\$25+ Per Hour Based on Experience
- EXCELLENT BENEFITS**
Medical, Dental, Vision, Life & Disability Insurance
- RETIREMENT SAVINGS**
401(k) Match & Profit Sharing
- WORK-LIFE BALANCE**
Paid Time Off & Paid Holidays
- CAREER GROWTH**
Training, Advancement & Long-Term Opportunities

SHIFT OPPORTUNITIES

- 2ND SHIFT**
Afternoon Shift
- 3RD SHIFT**
Night Shift

Choose the shift that fits your life!

APPLY TODAY!
701 Beta Drive
Mayfield Village, OH 44143
216-377-5160
omnisystem.com/careers

SCAN TO APPLY

JOIN A COMPANY THAT VALUES YOU AND BUILDS QUALITY EVERY DAY.
We invest in our people with the tools, training, and support you need to succeed.

INNOVATION EXCELLENCE TEAMWORK

HIGHEST QUALITY LABELS. LOWEST PRICES.™

Post B • “We’re Hiring”

HOW WE DEPLOY IT

Branded, on-message, and ready to run organically — no agency production required.

Repurpose one creative across LinkedIn, Facebook, and Instagram in a single afternoon.

Boost top performers with a small local budget to reach in-region candidates.

Hand off to employees to reshare and multiply reach for free.



LinkedIn builds professional credibility and reaches skilled talent

The platform where OMNI establishes authority and recruits technical, maintenance, and salaried roles.

- 01 Employee spotlights, work anniversaries, and promotions that showcase real careers.
- 02 Leadership thought-leadership on the value of manufacturing careers.
- 03 Open-role posts amplified by employee reshares for organic reach.

PRIMARY GOAL	Credibility & applications
CADENCE	3 posts / week
FORMATS	Spotlights, articles, jobs
TARGET METRIC	Follower & applicant growth



Facebook reaches local candidates and their networks

The strongest channel for local, in-region production candidates and word-of-mouth referrals.

- 01 Local hiring posts, boosted to a tight radius around Mayfield Village.
- 02 Community and event coverage that builds OMNI’s local reputation.
- 03 Employee stories that invite shares into family and friend networks.

PRIMARY GOAL	Local reach & referrals
CADENCE	3–4 posts / week
FORMATS	Photo, video, boosted
TARGET METRIC	In-region reach



Instagram shows the culture behind the work

Visual storytelling that reaches younger talent and humanizes the OMNI workplace.

- 01 Reels from the floor — day-in-the-life and team highlights.
- 02 Stories with polls and Q&A to drive everyday engagement.
- 03 Behind-the-scenes craft that shows pride in the finished product.

PRIMARY GOAL	Culture & awareness
CADENCE	4 posts / week + Stories
FORMATS	Reels, Stories, carousels
TARGET METRIC	Reach & saves



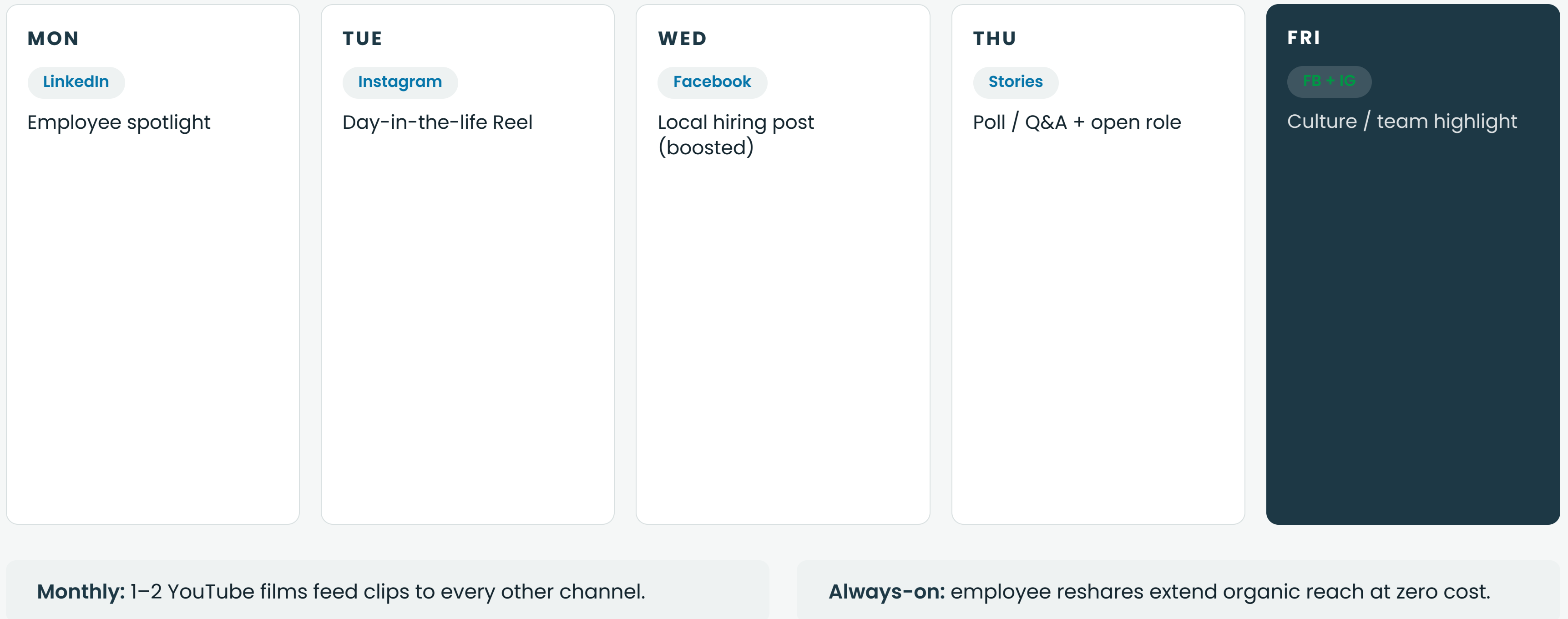
YouTube tells the deeper OMNI career story

Long-form proof that converts interest into applications — and powers every other channel.

- 01 Short recruiting films and facility tours that show the real workplace.
- 02 Employee testimonial series — careers told in their own words.
- 03 “How it’s made” explainers embedded on the careers page.

PRIMARY GOAL	Conversion content
CADENCE	1–2 / month
FORMATS	Films, testimonials
TARGET METRIC	Watch time & conversion

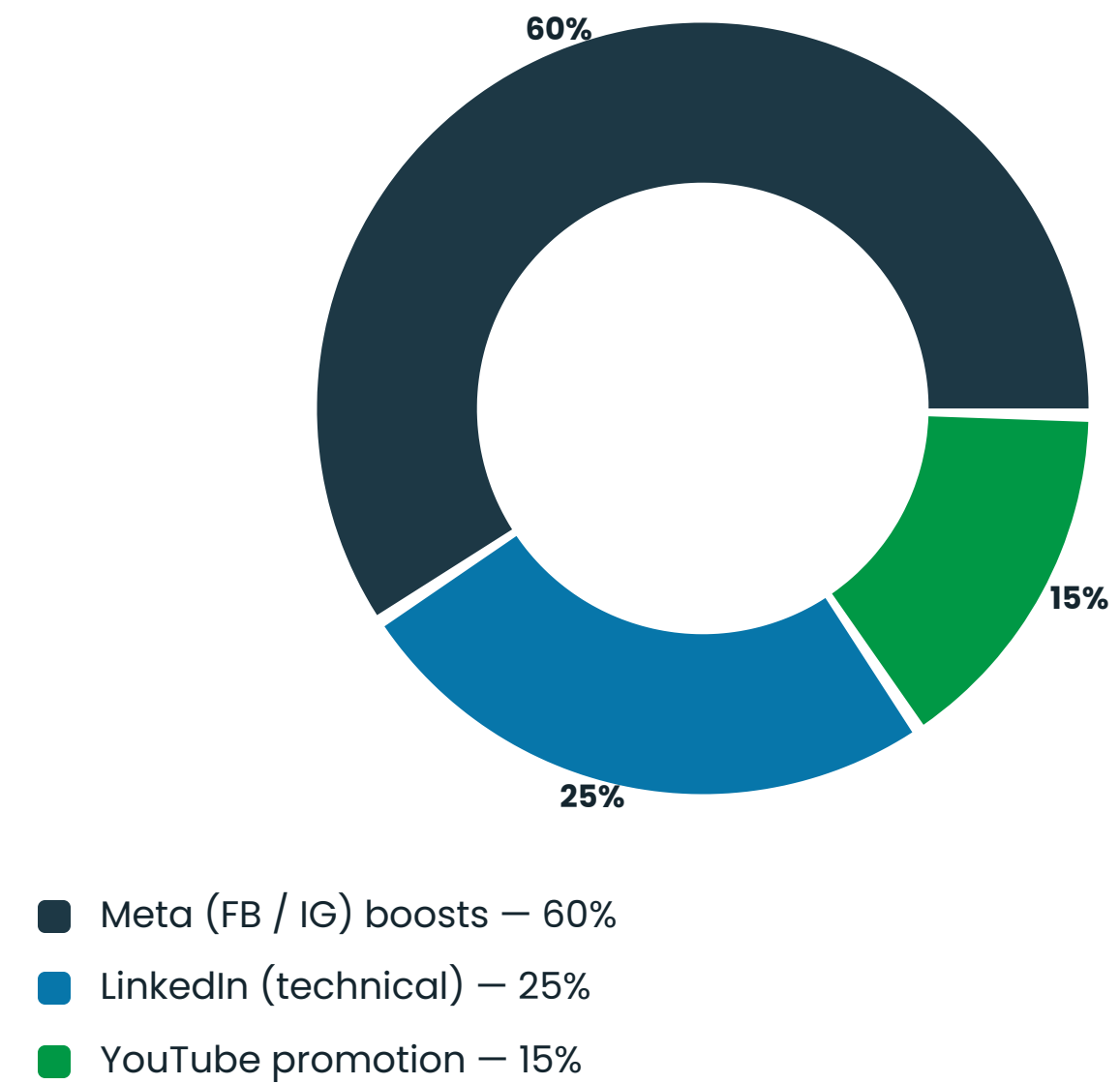
A repeatable weekly rhythm keeps content flowing



A small paid budget extends reach to in-region candidates

- 01 Boost what works.** Put budget behind top organic posts rather than building separate campaigns.
- 02 Geo-target locally.** Focus a tight radius around 701 Beta Drive, Mayfield Village, OH.
- 03 Match role to platform.** Meta for production, LinkedIn for technical and salaried roles.
- 04 Gate on performance.** Scale only the creative and audiences that convert to applications.

Illustrative paid allocation



03

SECTION 03

People & Retention

The same low-cost engagement that attracts talent keeps OMNI's best people for the long term.

Employees become OMNI's most credible recruiters

- 1 Recruit 8–12 volunteer ambassadors across all three shifts.
- 2 Equip them with simple content kits and monthly story prompts.
- 3 Reward reshares and referrals through the existing referral bonus.
- 4 Recognize top contributors publicly to sustain momentum.

WHY IT WORKS

Employees' networks look like the candidates OMNI wants to hire — and referral hires tend to stay longer.

Near-zero cost

Built on tools and an employee referral bonus OMNI already offers.

The engagement that recruits also retains

Recognition

Spotlights and milestones celebrated publicly make people feel seen.

Voice

Polls and Q&A invite input — then OMNI acts on what it hears.

Belonging

Team highlights and shared pride strengthen the culture daily.

Growth

Visible career paths show new hires a long-term future at OMNI.

Retention is already an OMNI strength — engagement compounds it.

61%
15+ years today

+10 pts
new-hire retention target

Local roots turn into a local talent pipeline

01

Trade & CTE Schools

Partner with local career-tech programs for tours, talks, and hiring days.

02

Veterans Networks

Recruit disciplined, trainable talent through veteran-support organizations.

03

Community Events

Show up at job fairs and local events, then amplify them on social.

04

Plant Tours

Invite candidates and partners into the modern, climate-controlled facility.

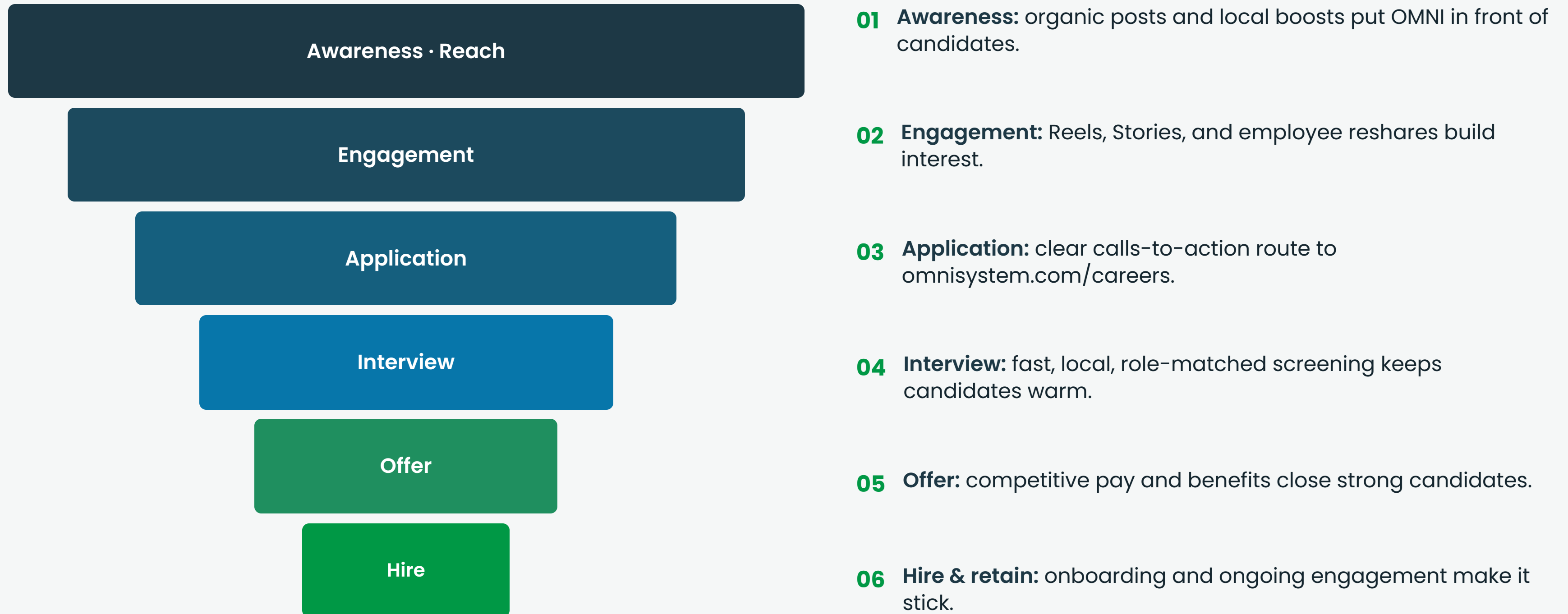
04

SECTION 04

Execution & Measurement

A clear funnel, simple metrics, a 90-day start, and a budget that pays for itself.

Social engagement drives every stage of the hiring funnel



A simple dashboard keeps the program accountable

Applications / mo



Toward a +50% target

Cost / applicant



Lower as organic scales

Time-to-fill



-30% target

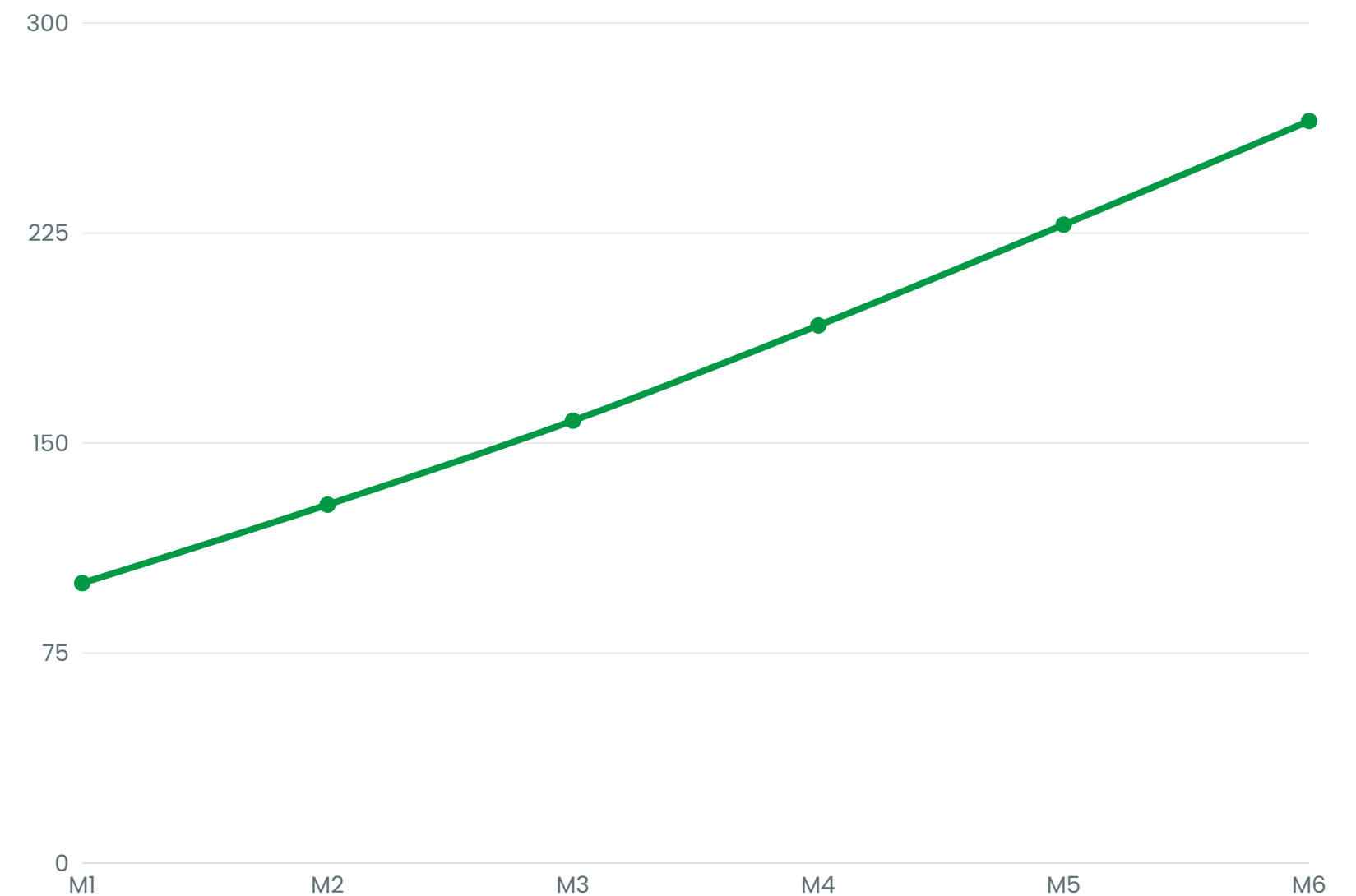
Engagement rate



Reach, saves, reshares

Projected applicant volume

Index, Month 1 = 100



Ninety days from approval to a scaling program

DAYS 1–30

Foundation

- Confirm baselines and KPIs
- Refresh channel profiles
- Recruit 8–12 ambassadors
- Batch content from existing creative

DAYS 31–60

Activate

- Launch weekly cadence
- Begin local boosted posts
- Release first YouTube film
- Kick off school & veterans outreach

DAYS 61–90

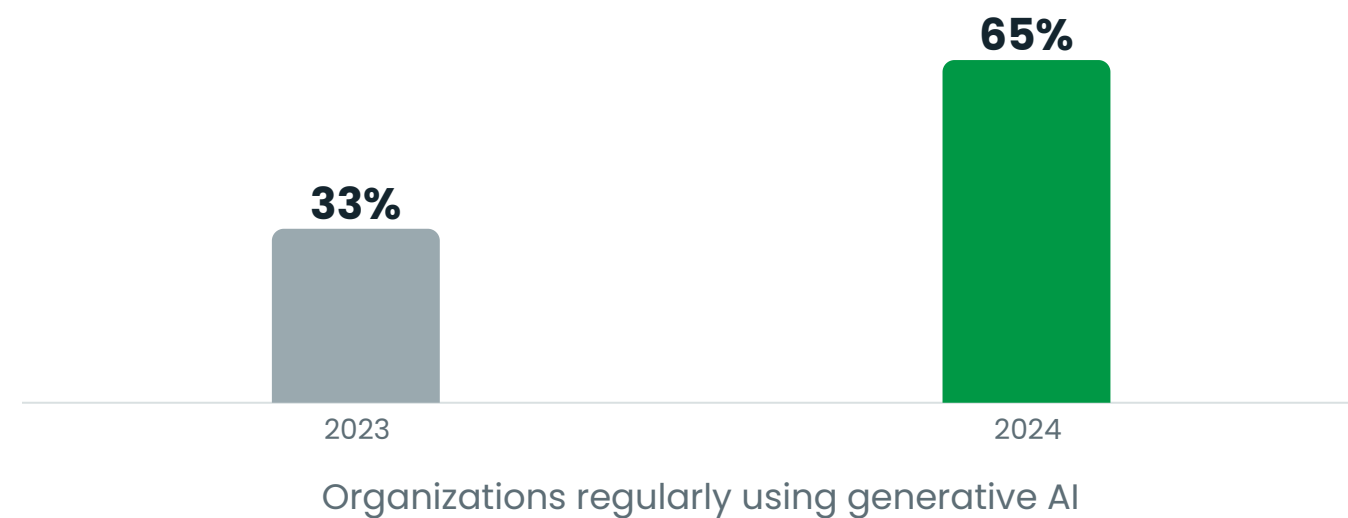
Scale

- Optimize on cost-per-applicant
- Expand top-performing content
- First leadership dashboard review
- Set next-quarter targets

AI is the catalyst for OMNI's next era

THE WAVE IS UNDENIABLE

Generative AI adoption nearly doubled in a single year.



92% of companies plan to increase AI investment over the next three years

WHERE OMNI PUTS AI TO WORK



Organization & analytics

Turn business data into clear, organized decisions and live dashboards.



Content generation

Create recruiting and brand content faster — and at far greater scale.



Workflow automation

Remove repetitive busywork so the team can focus on people and quality.



A CATALYST, NOT A CONCLUSION

Let this plan be OMNI Systems' starting point — the moment we get on board with the undeniable AI wave and lead the next era of work.



THE ASK

Approve the 90-day pilot and put OMNI's story to work

- 1 Greenlight the 90-day social and engagement pilot.
- 2 Name an executive sponsor to unblock content.
- 3 Empower employee ambassadors to start sharing.

Prepared by **Aaron Thurmond** & VentureCrafters Central™

omnisystem.com/careers · 216-377-5160 · 701 Beta Drive, Mayfield Village, OH

OMNI SYSTEMS GROWTH STRATEGY