



Industry: Corrugated Products

# Corrugated Packaging Solutions Manufacturer Adopts weavix to Drive Safety, Effectiveness, and Efficiency

Innovative Fiber Puts Their Trust in AI-Powered Language Translation  
on the Walt Smart Radio to Build Connection

Innovative Fiber, a sustainable, custom, creative corrugated packaging supplier based in Wisconsin, has turned to weavix to bridge the communication gap to help streamline their production process and build connection between their employees. General Manager of Innovative Fiber, John Moulton, sat down to chat about how weavix has improved their communication and connection across the manufacturing floor.

## What We Found

Weavix's implementation at Innovative Fiber facility targets a few critical operational areas, each with unique communication requirements:



**Over 387k**

Push-to-Talk  
Messages for 3 Months



**1,512**

Pictures & Videos Sent  
Between May & August



**33,460**

Translated Push-to-Talk  
Messages from May  
to August



**12.3**

Average Recipients  
per Message Sent



# What Success Means for Innovative Fiber and How weavix Solves It

## The Situation

Innovative Fiber discovered weavix when looking for a solution to simplify communication and build seamless translation into they're every day.

"weavix really intrigued me. The opportunity for us, even though we're smaller, to start addressing gaps in communication. Things were not being translated properly or we were very inefficient in getting some of our messaging across to a good part of our employee base. I really want each employee to have a voice and feel confident and comfortable that they can communicate, not just to me, but in the day-to-day operations."

– John Moulton, General Manager, Elkhorn, WI

Language translation was a big part of why Mr. Moulton chose weavix.

"We have a tremendous amount of Spanish-speaking employees. I really wanted the ability to talk with those folks and learn about not only them as individuals, but what they were doing on the shop floor. As a leader, I need to have the opportunity to talk directly with my employees. I wanted to be able to convey the same message at the same time without an in-person translator."

– John Moulton, General Manager, Elkhorn, WI

In addition to translation, boosting safety is also a major factor for Innovative Fiber.

"At the very core of who we are as a company, safety is at the very top of our list. It's very important for me to look back in a year and say, yes, I had a financially successful year, but I also had a year in which my employees were safe and we didn't have any significant injuries."

– John Moulton, General Manager, Elkhorn, WI

## The Solution

weavix filled these gaps for John with AI-powered language translation, safety messaging, and alerts, generally building on greater communication which led to efficiency across the board. Hear about each of the items in John's own words:





## Efficiency

"If you were primarily a Spanish-speaking employee before, you had to go flag someone down to get work done. Now, it's very convenient for the team. For example, they can snap a picture, drop in a note, and send it to the maintenance team, and it catches a thread of information. Maintenance can say they've got it. Time is money for us on the floor. I don't want someone to have to flag someone down to get something done."

– John Moulton



## Giving Workers a Voice

"I wanted my team to feel like they had a chance to share things. I wanted my forklift team to be empowered to communicate back to us and tell us what was going on. I don't know that we've always given our team the tools to make sure that what they're doing every day and what they're seeing is getting back to the appropriate people. With weavix, we now have that opportunity."

– John Moulton



## Accountability

"I love to see, hey, maintenance was called at 6:17 a.m., and by 6:22 a.m., they were already out there trying to fix the problem. I can assure you that was better than before when it took someone at least 20 minutes to find maintenance to get it done."

– John Moulton



## Improved Process

"When workers see a problem, they can document it. Not write it down and hope they remember it. They can just take a picture and put it next to the load tag and send it to the quality team. There's your documentation to go right back to the supplier to give feedback and show the credit request."

– John Moulton

# Why Innovative Fiber Prefers weavix

John initially chose weavix to help his team connect and work safely and efficiently. But as his team uses the walt Smart Radio, new features are coming in handy more and more. And the experience working with Innovative Fiber has been wonderful. We think they may feel the same way about us.

"Structurally, how you're set-up, weavix is really a good company to work with. They're very responsive. So in terms of commercial go-to market, super strong. I mean, really top-notch, definitely a 10 in that category."

– John Moulton, General Manager, Elkhorn, WI

Ready to transform communication at your facility? Contact the weavix team today to learn how Walt can enhance your operations. **Don't miss out, let's talk** [hello@weavix.com](mailto:hello@weavix.com)