

Leading the Label Academy

Lindsey Muchka has taken – and passed – more Label Academy exams than anyone globally. She’s a regional sales application engineer at Tailored Label Products in Wisconsin, USA. Chelsea McDougall reports

With five modules conquered and another in the works, Lindsey Muchka, a regional application engineer at a Wisconsin-based label converter, is a Label Academy standout worthy of recognition: she has passed more Label Academy exams than anyone globally.

'[Label Academy has] helped to make sure I understand the market, and to come equipped with an arsenal of tools so I'm as knowledgeable as I can be in the face of consumers,' said Muchka, who works in sales at Tailored Label Products, a custom label printer with conventional, digital and hybrid presses, headquartered in Menomonee Falls, Wisconsin. 'It's a good training tool and there wasn't anything else like it out there.'

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In her transition from a product manager to sales, her boss told 32-year-old Muchka to make Label Academy a top priority. Tailored Label Products is considering using the label industry education tool as part of company-wide training.

Label Academy is a global training and certification program for the label and package printing industry. It consists of a series of self-study modules, and once a student has completed a module, they take a timed, 50-question online test. Those who pass earn a Label Academy certificate. It is expected that a Label Academy qualification will become a standard in the industry, and has been supported by label associations including TLMI, Finat and LMAI.

In August 2015, Muchka started, naturally, by studying the book on conventional label printing processes, and later passed the exam. She's since passed the digital label and package printing module and the module on label design and origination. In January, she passed the label dispensing and application technology module, and by March she aced the module on codes and coding.

Muchka is currently studying the module on sustainable labeling. Though it doesn't intersect with her daily job duties, she is determined to complete all the Label Academy offerings. 'For the sake of finishing it,' she says, laughing.

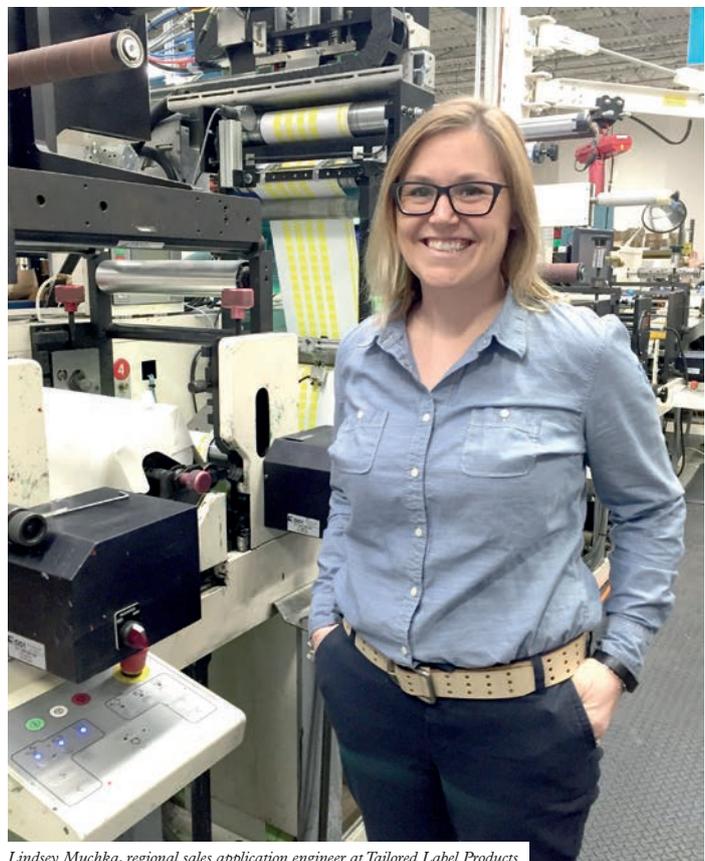
More offerings

But Muchka could be at it for a while. Label Academy publishers recently announced intentions to introduce more offerings over the next 18 months, with the goal of 20 books covering topics relating to the narrow web industry. There currently are seven modules, and the aim of the academy is to educate students, such as Muchka, to be better trained and highly-skilled.

She started at Tailored Label Products in 2010 in the marketing department. Her father is retired CEO Mike Erwin, but he wouldn't hire her until she was certain labels were her future. She worked in marketing for a different Wisconsin company and at a nonprofit organization in Savannah, Georgia, before a position in TLP's marketing department became available. She has since transitioned to product manager and now sales, where the Label Academy training has helped her navigate the often complex and technical industry.

'I have a better understanding of the market and of the technology that's available and how TLP can differentiate ourselves with our technology,' she says. 'To be able to have a broad understanding of each module helps me understand the process of getting a label printed and what it takes.'

Muchka and her husband, John have a one-and-a-half-year-old son, Noah. They live in Oconomowoc, Wisconsin. She has a bachelor's degree in marketing and a master's degree in business.



Lindsey Muchka, regional sales application engineer at Tailored Label Products



For more information on Label Academy, visit www.label-academy.com

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