



12,000,000+

TELFAIR TAG PLANT:

Over 12 Million License Plates Produced!

Telfair Tag Plant began manufacturing flat motor vehicle plates for the State of Georgia in November 2015. During the startup of this operation, we had to produce an overabundance of tags as the State Tag Offices were severely depleted. For the first three months, we had to print 12 to 14 hours per day – producing upwards of 30,000 plates. Since then, we have streamlined our process to effectively meet the supply and demand of our customers. We have consistent numbers in printing each year with our Print on Demand (POD) file growing considerably.

Our production numbers demonstrate that we started with a “bang” producing over 2.5 million plates the first year and we continue to produce over 2.0 million plates annually even during COVID-19. Production turnaround times on the

PODs is 1.05 days, down from 1.17 days in 2019 and 1.32 days in 2018; this is exceptional especially during the pandemic and exceeds our contract terms of 3-day turn around.

We have now surpassed the 12,000,000th plate for the Tag Plant. Currently, our biggest accomplishment to date is not having any late orders. We all take great pride in this and our goal is to provide great customer service, along with a great product, in a timely manner. Under the direction of Plant Manager, Dana Grinstead, all the team members with the exception of one employee, are original. Please help me congratulate and thank this team for an excellent job! Their excellence drive our success! – David Horne, Danny Edge, Jaime Edge, Josh Everett, Jon Scarborough, Alice Taylor, Katherine Jones, and Rufus White.



1. Printing the plates from scheduling on Matan Printers



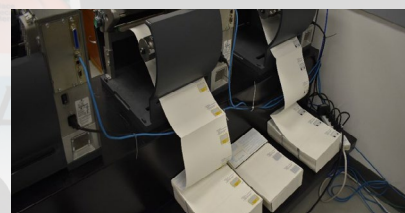
2. Running rolls of printed plates through the applicator



3. Blanking the tags



4. Sorting blanked plates on conveyor



5. Printing registrations for fulfillment customers.

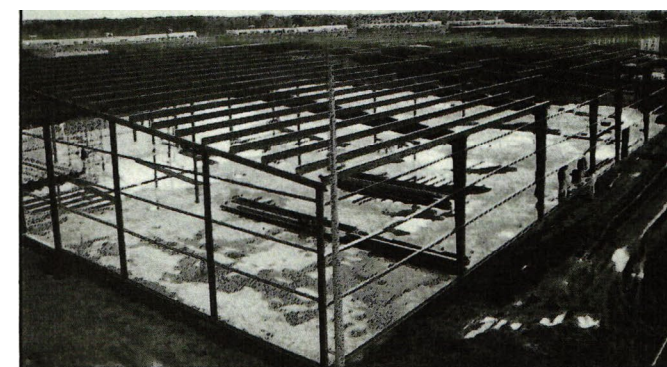


6. Inserting tags and registrations in envelopes for mail stream

BLAST FROM THE PAST

“Throwback” GCI Tag Plant article from 1992!

With the production of over 12 million flat plates since 2015, we felt it was fitting to share this article with you from 1992 when the Tag Plant was under construction. Here we are 29 years later, producing motor vehicle plates in the same building with much improved technology and speed, of course! Please enjoy this Blast from the Past!



Construction of original Telfair Tag Plant



Specialty tag offerings have increased from 90 in 1992 to 369 in 2021



The offender crew has been reduced from 65 to 17 due to technology and greater efficiency.

TAG. WE'RE IT!

Georgia Correctional Industries is building a new license plate manufacturing facility at Telfair Correctional Institution in McRae. Under the direction of two GCI Construction Supervisors, a crew of some twenty inmates with skills ranging from concrete finishers to block layers, to electricians and plumbers, has construction well underway on the 36,000 square foot facility which will utilize state-of-the-art technology. Georgia will be only the second state to use a newly developed 3M process for precoated, fast-drying sheeting; New York was the first. The new manufacturing process will not only cut the time required to make a tag by about 50 percent, but will also eliminate serious environmental concerns. The present process requires dipping the tags in a clear coat vat and then circulating them through a large convection oven. Neither the clear coat vat nor the large oven will be needed for the new operation.

The design for Georgia's current tag, which displays a peach logo for the first time in 50 years, was provided by the Georgia Department of Revenue. It garnered second place in competition sponsored by the Automobile License Plate Collectors Association. South Carolina's depiction of a wren on its tag was selected as first. License plates are, of course, issued for the primary purposes of identification and revenue generation. However, many states are becoming increasingly innovative in plate design in order to promote tourism and show pride concerning historical events, products, and agricultural superiority.

There are approximately 1 to 1.5 million car, truck, and motorcycle tags sold annually in Georgia. Annual and multi-year tags come off the production line at GCI's current tag manufacturing facility in Reidsville at the rate of 1200 per hour when in full production mode. License plates have been produced at Reidsville since the 1930's. GCI assumed operation of the tag plant in 1966 and employs a plant manager and five supervisors to operate this important facility and manage its sixty-five inmate crew.

There are approximately 90 designs for specialty tags. Among them are those for colleges, veterans, fire fighters, the handicapped, national guardsmen and reservists. Personalized or “prestige” tags are also very much in demand.

New license plates were issued every year until the Georgia General Assembly, for budgetary and economic reason, amended the law to allow for multi-year tags beginning January 1, 1971, with the exception of specified truck tags. (O.C.G.A. 40-2-31)

During the next new tag issue year in 1995, approximately seven million tags will be ordered. To ensure availability, production must begin at least 24 months in advance, with the new design a well-kept secret until revealed by the State Revenue Department. The tag plant facility being built in McRae will provide storage space for 5.8 million tags.

Georgia Correctional Industries is proud of its new tag manufacturing facility, which should be operational by July 1, 1992. The newly developed manufacturing methods will create a more-efficient, less-costly, cleaner, safer, and more environmentally sound process for producing a quality tag.