

## **How does this business method patent affect me? Is The Gindlesperger Method for real?**

*by William Gindelsperger, Founder, Chairman and Chief Executive Officer of e-LYNXX Corporation*

Let's say, I buy a bottle of water. I choose the product that has a nice label that strikes my fancy. The label has a nice design, is perfectly sized for the bottle, and is printed on some sort of material that adheres to the bottle. I look closer and see that the ink doesn't run when it's wet, and it has a scannable bar code perfectly positioned on the label. There are lots of nice colors and some of these labels have a special tab that I can remove for a price discount.

All of these features on the label on the bottle are called specifications. If I were to remove the labels from a series of different bottles of water (better to buy the bottles of water first), I can see that each label is different in numerous ways. Even on the exact same product, one label may be a slightly different size or material than others, because the label was applied on different machines located in numerous factories.

Specifications are what tell suppliers of labels exactly how to manufacture the labels. Specifications are written by buyers who have special insight and information about what is needed to make the label fit and work on a particular bottle, sold in a particular market, applied by a particular machine, located in a particular factory.

Now let's say you are the buyer and have the list of specifications all ready to go. Now all you need is a supplier. But which one should you use? After all, you are buying many different types of labels for hundreds of products being produced in numerous factories all over the country (and perhaps globe). So you do some research and build a nice portfolio of suppliers. You meet with them and spend hours and hours learning about the special things that each one can do. In the end you identify two or three suppliers in each state around the country. You now have more than 100 suppliers that can do the work, plus you discover that many of these suppliers have special characteristics, like being woman-owned, being minority-owned, having an active green environmental production program, being able to print a union insignia, having the ability to print on certain types of plastic material, having the ability to produce small quantity labels inexpensively, having the ability to produce really large quantity labels quickly, and more. Each of these characteristics is an attribute.

You try to list all of these attributes on a piece of paper for each of the hundred-plus suppliers and you soon discover you are creating a nightmare. You have identified two dozen attributes that are of interest to you, and with a hundred-plus suppliers you are staring at more than tens of thousands of possible combinations. Ah, you decide to put this information into a computer-operated database system. Easy enough, you're back in control.

Now, you get really smart and enter your specifications into the same computer-operated database system. You tell the system to match these specifications and other requirements (such as, you want a woman-owned business that is ecologically sensitive and can print on plastic on large volume labels) to the attributes of the suppliers you previously entered into the same computer-operated system. Up pops a list of just 20 such suppliers that match exactly your specifications, out of the hundred plus you previously entered.

You look at the list of 20 qualified suppliers. You ask, how do I get the specifications to each of these suppliers? I could e-mail or fax, but if I do that I will likely have an equal number of responses coming back with prices. What a mess that would be to have to handle all of those e-mails and faxes and calls. Oh, you say, I'll just let my computer-operated system automatically send the specifications to each of the 20 qualified suppliers, and then each supplier will be able to send its price back to me for my computer-operated system to receive and release to me.

Now that I have this all figured out and a computer-operated system put together, I look in my in box and low and behold there are hundreds of more label requests of different sizes, colors, materials and other varying specifications and requirements that need processed. Fortunately, all I have to do is to input the specifications and let the computer-operated system do the rest.

That is the essence of the business method patent called The Gindlesperger Method.

ENTER supplier attributes (e.g. production capabilities, location, quality, and business status)

ENTER project specifications (e.g. requirements for production, location, quality, and business status)

MATCH supplier attributes to project specifications (to determine sub-set of qualified suppliers)

SEND project specifications to sub-set of qualified suppliers

RECEIVE a bid response from at least one supplier

As a buyer, using this patented business method makes my life easier. I can order my labels faster and better. I can get reports (after all, I am using a computer-operated database) and stay in control. This saves my company money and allows me to get competition from just those suppliers that I selected and qualified and that can meet exactly the requirements of my specifications.

Now, if I were a supplier I would love this patented business method. I must admit that selling labels to me before I adopted the patented business method must have driven prospective suppliers nuts. It took forever to see me. And then my time was limited as I had more than a hundred suppliers to see, interview and figure out what exactly each of them does that is different from all the others. Of course, I did a lot of this work over lunch and sometimes at ball games when my suppliers offered to take me. Even then, how could I send a request for a price to more than a hundred qualified suppliers? What I used to do was simply to give it to the couple of suppliers that I knew I could count on.

With The Gindlesperger Method, I can automatically match the specifications to the attributes of my suppliers and then send each and every time specifications to each and every qualified supplier. This allows each supplier to be free to respond to each opportunity by bidding high, low or not at all without trying to match my own pricing expectations, without setting a precedent with me for future bid prices, and without worrying about not being invited to bid on other opportunities for which the supplier is qualified. Just by doing a good job for me, a supplier stays in my supplier list regardless of its past bidding record. In this way I can locate open production capacity, wherever it exists within my supplier base at the time that each of my label requirements is ready to bid and order. Filling open production capacity or downtime is important to my suppliers, because it fills a revenue gap that pays for overhead and other expenses, encouraging them to bid low for the same work that would cost more when done during my supplier's busy periods. This saves my company 42% on average of the cost of what we paid for labels in the past.

As I drink my bottled water, I look at the label. The bottle and label are likely to cost more than the water in the bottle. As a consumer I am grateful for the patented business method, as the savings on the label, the bottle, the carton in which the bottle was packaged, the shipping to get the bottled water to my store, and even the temporary staffing that helped produce the bottled water, are all customized goods and services that can be procured using The Gindlesperger Method – and all can be handled better, faster and cheaper – and that saves me money on my water. That tastes pretty good.

- more -

**About William Gindlesperger**

William Gindlesperger is a nationally recognized entrepreneur, inventor, author and consultant in print and procurement. He founded ABC Advisors and its successor, e-LYNXX Corporation, in 1975. Under Mr. Gindlesperger's leadership the firm has grown into the recognized profit enhancement leader. Print buyers and suppliers alike have benefited from his insight and innovation.

Mr. Gindlesperger has directed major in-plant studies in both the private and public sectors and he is highly regarded for his knowledge, advice and work on behalf of firms in matters pertaining to the U. S. Government Printing Office (GPO). He has testified before the U. S. Senate Committee on Rules and Administration regarding government print and procurement policy. He also has worked directly with numerous Congressional and Senatorial members and staff and has advised Congress on the development, operations and future of GPO print procurement and the federal print program in general.

Mr. Gindlesperger invented the methodology that optimizes cost reduction in the procurement of specification-defined goods and services. He has been granted two separate business method patents by the U. S. Patent Office, first for the competitive procurement of print and then for the competitive procurement of *all* specification-defined goods and services.

**About e-LYNXX Corporation**

e-LYNXX Corporation, the North American procurement authority, is exclusively endorsed by *Printing Industries of America (PIA)* and *Educational and Institutional Cooperative Purchasing (E&I)* and recognized as a top 100 procurement firm by *Supply & Demand Chain Executive*. Founded in 1975, e-LYNXX has three divisions. ● American Print Management provides enterprise print procurement solutions and patented competitive methods to reduce costs for direct mail, marketing materials, packaging and other procured print. Results include enhanced quality and service levels, efficiencies, process control, transparency and procured print cost reduction of 25% to 50%. ● Patented Procurement Method grants patent licenses for supply chain optimization. Results include substantial reduction in existing costs of competitively procured goods and services. ● Government Print Management offers U.S. GPO bid services, access and assistance. Results include filled downtime, operational stability, improved cash flows and increased profitability. [www.e-LYNXX.com](http://www.e-LYNXX.com) – 888-876-5432

**Media Contact:**

Joe Patterson, Communications Director  
717-709-2106 (office)  
717-405-0601 (mobile)  
[Joseph.Patterson@e-LYNXX.com](mailto:Joseph.Patterson@e-LYNXX.com)