**WISE LEADER OF THE MONTH – WIL HENRY - SEPTEMBER 2016**

**Company: The Jel Sert Company**

**Headquarters:** Chicago, Illinois

**Founded:** 1926  
**Employees and exclusive contractors:** 200+

Jel Sert was founded in 1926 in Chicago and has remained a privately held, family owned business since then. For nearly 90 years generations of families have enjoyed Jel Sert products which include Royal Pudding, Jolly Rancher, Otter Pops, Fla-Vor-ice, Wyler’s Beverages, Wyler’s Italian Ice, Kool Pops and many other well-known brands sold throughout the United States.

Here is a brief history:

**Jel Sert, 1926** Jel Sert's first product was a gelatin dessert mix called Jel Sert, a name derived from combining "jelly" and "dessert". **Flavor-Aid, 1929** the concept of powdered mixes was very popular in the 1920s, and led to the 1929 introduction of the Flavor Aid® line of powdered soft drink mixes. **Pop-Ice, 1963** the success of Flavor Aid in the 1950s led to the acquisition of the Pop-Ice ® Company in 1963. **Fla-Vor-Ice, 1969** the brand Fla-Vor-Ice® was introduced to complement Flavor Aid, and quickly became the leading freezer pop in the United States. **MONDO, 1991** MONDO® Squeezers were launched by Jel Sert in 1991. Strong promotions and national advertising have helped it become a well-known brand in the juice drink category. With the advantages of convenience and recyclability, MONDO provides more fun to children than the traditional juice-box. **Otter Pops, 1996** Otter Pops® was acquired in 1996, and is the strongest freezer pop brand on the West Coast. Today, Jel Sert produces and sells more freezer pops than any other company in the world. Other brands produced by The Jel Sert Company include **Wyler's® / Wyler's Light®, My-T-Fine / Royal, Frootee Ice, Kool Pops / Mr. Freeze.**

**“WISE LEADER” WIL HENRY**

**Wil Henry** has been Jel Sert’s IT Director since 1998. Wil looked at many other warehouse distribution systems before committing to Royal 4 and the Wise product. The decision process even included a visit to the offices of Royal 4. According to Wil: “Like many companies, we deal with strict deadlines, constantly changing needs, resource limitations and quality requirements in all areas – including systems. We needed a strong partner, a system full of functionality, plenty of application flexibility and commitment from our partner. We hit a home run when we came upon Royal 4.” For this achievement Royal 4 Systems is please to induct **Wil Henry** as the newest member of the WISE leaders program.

**Quote from Wil Henry:**

“There are two things I look at when reviewing software systems – functionality and after-the-sale support.  The WISE warehouse management system has provided superior functionality to our Distribution group since 2002. Royal 4 is the “gold standard” I use for evaluating vendor support – they are simply outstanding”

**Wil Henry, Director of Information Services**