



Welcome,

To say that 2008 was a challenging year for manufacturing is clearly an understatement. And the competitive outlook for 2009 shows no signs of easing. However, many Georgia manufacturers are finding ways to compete through new product development and innovative practices.

The articles in this issue highlight how several Georgia companies are partnering with Georgia Tech to use innovation to drive future growth. Have a read for yourself...

Please call or send me an email to discuss how partnering with Georgia Tech can increase your focus on innovation.

Happy Holidays to you and yours,

Chris

Chris Downing, P.E.
Director, Industry Services
Enterprise Innovation Institute
Chris.downing@innovate.gatech.edu
404.894.7700



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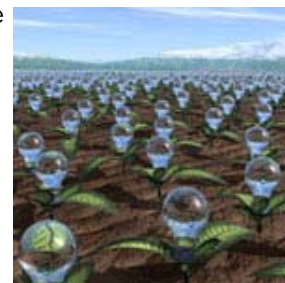
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Sanderson Industries Utilizes an Innovative Approach

Atlanta-based Sanderson Industries was selected as one of the first manufacturers in Georgia for the pilot program of Eureka Winning Ways for Business Growth. Eureka Winning Ways is a disciplined system for discovering, generating and developing measurably smarter choices for profitable top-line growth for the small to mid-size manufacturer. The Eureka Winning Ways program was developed by the Eureka Ranch's Doug Hall, one of America's foremost idea and business growth gurus.



One of the ideas selected for evaluation was the Miracle Press Cooker (MPC). The MPC is a commercial grill that cooks food in less than half the time of typical commercial fryers or grills currently on the market. Sanderson Industries had developed a prototype for the MPC but was unsure of its potential commercial success. Eureka! Winning Ways enabled Sanderson to obtain a third-party evaluation through the patented Merwyn Concept Research Process that assesses ideas based on:

- Overt benefit
- Real reason to believe
- Dramatic difference.

The Merwyn method is seven times more discerning than humans at screening ideas. The evaluation is based on years of research on thousands of successful ideas. A summary score from 0 to 100 percent is generated and categorized as: No, Think, Go, and Wow.

The Miracle Press Cooker scored a 77 percent, placing it in the Wow category, which accounts for only 3 percent of all ideas evaluated by the Merwyn process.

Based on the concept results, Sanderson has decided to continue to develop the MPC.

Using Benchmarking to Improve New Product Development

Georgia Tech Region Manager Larry Alford recently received a call from a local manufacturer saying, "We are developing a new product and we'd like to do a competitive product analysis. We understand the value of benchmarking, but don't know how to get the most out of the process."



Alford saw the opportunity for Georgia Tech to facilitate this effort and also to assist the company in developing its own benchmarking process for use on future projects.

[Click here](#) to read the full story.

Georgia Tech Helps Manufacturers Increase Productivity and Grow Business

Temcor, a designer and manufacturer of architectural and environmental structures and enclosures, has a long history with Georgia Tech's Enterprise Innovation Institute. In 2000, when the company moved its manufacturing plant from California to Rincon, Ga., lean specialists with the Enterprise Innovation Institute developed an improved, one-directional flow layout for the facility and subsequently conducted an energy assessment and a lean manufacturing assessment. [Click here](#) to read the full story.



Leveraging Lean

Through shared training and peer-to-peer relationships, the Georgia Tech Lean Consortium is providing organizations with a forum to advance their knowledge and effective use of lean principles, a set of tools widely used in manufacturing to help identify and steadily eliminate waste from an organization's operations. Currently, 11 south metro Atlanta companies are participating, with plans to expand the program across metro Atlanta.



According to Larry Alford, south metro Atlanta region manager for Georgia Tech's Enterprise Innovation Institute, members from any sector-including manufacturing, service, government or health care--are welcome if they have a vision for lean within their organization, a strategy and commitment to its implementation and successful experiences to share with the consortium.

Every other month, one of the member companies hosts the group at its facility, and presents its challenges and successes with lean principles. After a facility tour, the group provides feedback to identify areas of success, as well as opportunities for further improvement. Members are also offered exclusive training classes.

"The Georgia Tech Lean Consortium is a great opportunity for Southwire to network with local companies. It provides an outlet to share ideas and

successes regarding lean concepts and fundamentals," said Jill Morgan, director of operational perfection at the Carrollton-based Southwire. "Each time I attend a meeting, I walk away with pages of ideas and new perspectives on various ways to approach and succeed at lean manufacturing."

To learn more about the Georgia Tech Lean Consortium, contact Larry Alford 404-895-5237 or larry.alford@innovate.gatech.edu.

Free Webinar: Evaluating Environmental Risks at Your Facility (12/11/2008)

State and federal environmental regulations can be overwhelming. Comparing EPA compliance to internal environmental excellence programs can be challenging. Georgia Tech has developed a free and confidential tool to make it easier to get a clear picture of your facility's status.

Free webinar
this Thursday-
12-11-2008

Register now!

You are invited to a free webinar to learn about the new online Compliance Assessment and Management System Assistance Tool (CAMSAT), created by Georgia Tech's Energy and Sustainability Services staff.

Georgia Tech's new Web-based tool will assess your facility's

- regulatory compliance status,
- the status of your ISO 14001 environmental management system,
- environmental excellence programs and
- other sustainability programs.

The webinar will be on Thursday, December 11 at 1 p.m. [Reserve your Webinar seat now.](#)

The webinar is hosted by Georgia Tech's Enterprise Innovation Institute--Manufacturing Extension Program--Energy and Sustainability program, the same team that created AMSI/ MSE 2000 and is helping to create the new ISO 50000 standard.

New Lean and Process Improvement Classes for 2009

- [Lean/Process Improvement: 5S Workplace Organization](#) -- March 4, 2009
Get the 5S vision for your organization. A workplace that is clean, organized, orderly, safe, efficient and pleasant provides a solid foundation for all other activities. You will experience fewer accidents, improved efficiency and quality, and better workplace control, resulting in reduced waste and reduced costs. In this class, you will see lots of before-and-after examples, participate in a simulation and discuss how to sustain your efforts back at your organization.
- [Lean/Process Improvement: Root Cause Analysis](#) -- March 12, 2009
Get to the root of recurring problems and identify optimum solutions. This course teaches techniques to define the problem, determine the situation, analyze data, select the best solution, evaluate improvement and follow up on results.
- [Lead/Process Improvement: Setup Reduction/Quick Changeover](#) -- March 5, 2009
In this course, you will learn the basics of setup reduction, and then apply your knowledge in a series of class exercises that give you hands-on experience. You'll prioritize your options, tie them to management metrics and develop a plan to sustain the improvements.