

# EVALUATING YOUR COATING COMPANY

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HOW DOES YOUR COATING  
COMPANY

COMPARE TO  
OTHER FIRMS THAT COAT?

# FIRST IMPRESSIONS!

- Outside appearance
- Inside entrance
- Shop floor
- Labs
- Work force

# OUTSIDE THE PLANT

- Curb appeal
- Landscaping
- Surroundings
- Building Maintenance



# THE LOBBY

- Receptionist
- Waiting area
- Ease in reaching your contact
- Product showcases
- Awards

# MIXING/ DISPENSING

- Problematic area
- Splashes & spills
- Powder & pigment dust
- Easily cleaned walls & floors
- Pumps/flow control
- In-Line heating/mixing

# COATING AREA

- Cleanliness
  - Telegraphs quality
- Equipment age
- Equipment condition
- Technical sophistication
- Flexibility
  - Web width, Web type, Application systems

# LABS

- Chemical/fluids storage
- Layout
- Test equipment
- Pilot line



# MANAGEMENT PHILOSOPHY

- Future plans
- Willingness to share
- Openness

# QUALITY SYSTEMS

- Test equipment
- Certified quality
- Six sigma, ISO
- Sample storage/evaluation

# TECHNICAL STAFF

- Experienced engineers
- Knowledgeable operators

# SUSTAINABILITY

- Recycle
- Hazardous streams
- Energy recovery

# EVALUATION OPTIONS

- Hire someone from outside
- Tour other plants for comparison
- Do an internal audit

# INPUT FROM OUTSIDERS

- Bring in a consultant
- Use a new, experienced staff member
- Solicit input from visitors

# TOUR OTHER PLANTS

- Suppliers
- Competitors (if you can)

# RUN AN INTERNAL AUDIT

- Select a team
- Lay the ground rules
- Take a tour
- Brainstorm opportunities
- Submit recommendations



# MENTAL SHIFT NEEDED FOR AN AUDIT

- Think like an outsider
- Think like a potential customer
- Role play

# ROLE PLAYING

## INTERNAL TITLE

Plant Manager

Operator

Sales/Marketing

Lab Tech

Engineer

Mechanic

## ROLL PLAYER

Operator

Supervisor

Potential Customer

Engineer

Marketing

Engineer

# SUMMARY

It helps to know where your company stands!

Understanding your customer and your competition in today's manufacturing world is very important.