EVALUATING YOUR COATING COMPANY

Gogolin & Associates
AIMCAL Web Coating Conference
Reno, NV
October 24, 2011
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
- Recycle
- Hazardous streams
- Energy recovery
- 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

<table>
<thead>
<tr>
<th>INTERNAL TITLE</th>
<th>ROLL PLAYER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant Manager</td>
<td>Operator</td>
</tr>
<tr>
<td>Operator</td>
<td>Supervisor</td>
</tr>
<tr>
<td>Sales/Marketing</td>
<td>Potential Customer</td>
</tr>
<tr>
<td>Lab Tech</td>
<td>Engineer</td>
</tr>
<tr>
<td>Engineer</td>
<td>Marketing</td>
</tr>
<tr>
<td>Mechanic</td>
<td>Engineer</td>
</tr>
</tbody>
</table>
It helps to know where your company stands!

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