



## Technical Assistance Program Success Story:

### Red Gold

At Red Gold, they are proud of their success, but that doesn't mean that they are content with it. They realize there is always room for improvement; new challenges to meet and new directions to explore in order to "produce the freshest, best tasting tomato products in the world." True to that mission, they are constantly refining and reinvesting in their technology; seeking out new innovations, developing new production processing. Red Gold selected Purdue University's Technical Assistance Program to cooperate in these efforts.

The program supplied Red Gold employees the tools they needed to be successful and more productive. Data collection methods, problem solving techniques, and lean manufacturing tools were a few of the aspects of improving efficiencies learned from TAP. These techniques have saved Red Gold thousands of dollars. "The Purdue TAP training has been a valuable addition to our Peak Performance Lean Initiative at Red Gold," says Gary Middlesworth, manager of continuous improvement. Jeremy Conn states that he has "been impressed with the TAP trainers' abilities to apply hands-on learning to the production floor."

Continuous improvement throughout Red Gold offers each team member opportunities for professional and personal growth. Much has been accomplished with Purdue's Technical Assistance Program by making room for creative ideas and providing resources to implement new processes. The program has expanded Red Gold's foundation of knowledge equipping them to seize the opportunity to align these lean tools with their business objectives.

Red Gold continually invests in the education of their people—their most valuable asset. "TAP is complementing our efforts," says Brian Reichart, president & CEO. "Through constant improvement of manufacturing processes, continuous research and development, and unceasing refinement of marketing and sales plans, we are steadily growing ourselves and our company. I see progress with TAP."





## Manufacturing Extension Program (MEP)

### Lean services will help your business:

- Embed Lean practices
- Compete globally
- Build capacity
- Reduce costs
- Increase throughput
- Reduce lead-time
- Transform the workforce

## Lean Transformation: Create and sustain organizational efficiency and systemic change

### Level 1: Leadership Alignment

**Skills Developed:** Management education and support of Lean initiative  
**Lean Leadership:** Establishes organizational drive and support for Lean  
**Workforce Impacted:** Management and Supervisors

### Level 2: Culture and Understanding

**Skills Developed:** Lean Awareness, Education and Culture  
**Lean Associates:** Understand the purpose, language and benefits of Lean with simulation experiences with Lean tools  
**Workforce Impacted:** All team members

### Level 3: Practitioner Certification

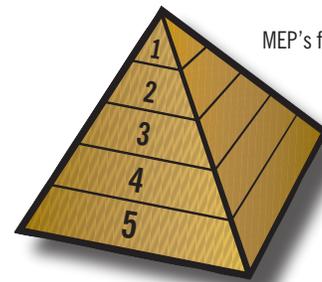
**Skills Developed:** Embed Lean Practitioner skill sets, quick-change methods, 5S, and more  
**Lean Practitioners:** Are prepared to implement basic lean methods and begin impacting process improvements  
**Workforce Impacted:** Group work cell leaders, set-up people

### Level 4: Champion Certification

**Skills Developed:** Technical skills development value stream maps, pull systems, TPM  
**Certified Lean Champions:** Capable and analytical change agents who use software and project skills to identify and implement projects  
**Workforce Impacted:** Line managers, process and manufacturing engineers, planners/schedulers

### Level 5: Trainer Certification

**Skills Developed:** Facilitation, change planning, sustaining Kaizen event implementation  
**Certified Lean Trainers:** Capable of developing organizational trainers in all facets of lean, leads major improvement projects, assigns teams  
**Workforce Impacted:** Continuous improvement staff



MEP's five levels of Lean Transformation

### Lean Related Services:

Lean Discovery  
 Lean Culture  
 Value Stream Mapping  
 Set-Up Reduction/Quick Changeover  
 Cellular/Flow Manufacturing  
 5S Visual Workplace  
 Total Productive Maintenance (TPM)  
 Pull Systems  
 Error Proofing  
 Plan for Every Part  
 Kaizen Events  
 Six Sigma

***Purdue's Technical Assistance Program is a NIST MEP network affiliate.***

Learn more about lean processes and our many other services on our Web site at [www.purdue.edu/TAP/mep](http://www.purdue.edu/TAP/mep) or call us toll-free at 1-800-877-5182.