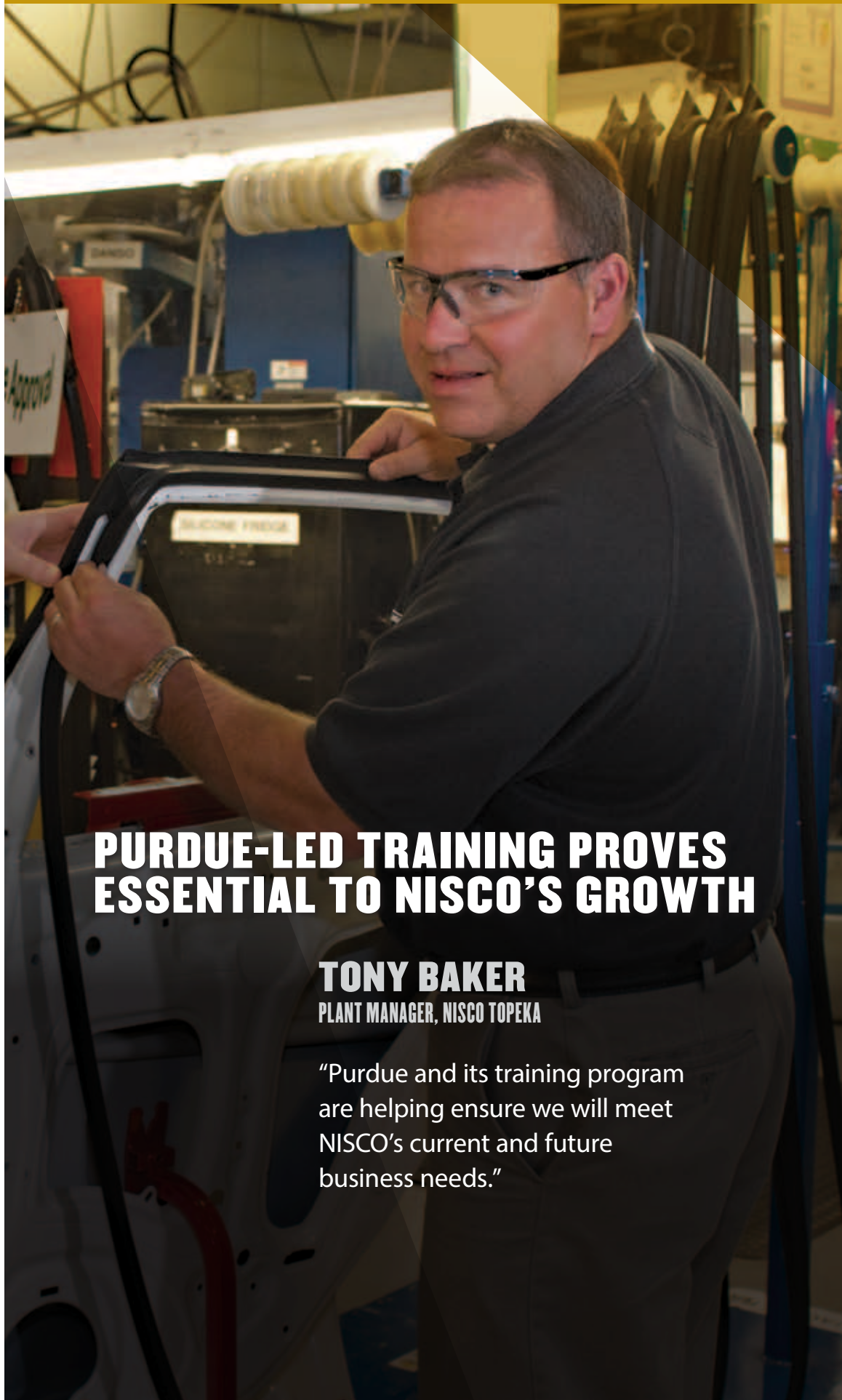




**BOB KUENNING**  
VICE PRESIDENT OF  
MANUFACTURING, NISCO

"Through the Purdue-NISCO partnership, we connected with other Indiana businesses on similar Training Within Industry journeys. We have made contacts with other industries to share in benchmarking visits and best practices. This is providing NISCO with a competitive advantage in our industry."

## MANUFACTURING EXTENSION PARTNERSHIP NISHIKAWA STANDARD CO. (NISCO), TOPEKA, IND.



## PURDUE-LED TRAINING PROVES ESSENTIAL TO NISCO'S GROWTH

**TONY BAKER**  
PLANT MANAGER, NISCO TOPEKA

"Purdue and its training program are helping ensure we will meet NISCO's current and future business needs."

# NISCO TURNS TO PURDUE FOR EMPLOYEE TRAINING TO BOOST QUALITY, SAFETY

Nishikawa Standard Co. LLC (NISCO), a 50-50 joint venture between Cooper Standard Automotive in the United States and Nishikawa Rubber Co. in Japan, supplies dynamic sealing systems for foreign and domestic automotive customers.

Headquartered in Novi, Mich., NISCO has more than 1,000 employees at its Indiana facilities in Topeka and Bremen. The Tier I supplier has attained Ford Q-1, TS 16949, ISO 9001 and ISO 14001 designations.

Facing tough economic conditions in 2008-09, NISCO's leadership realized a formal training program was key to maintaining quality and safety standards and reducing turnover. Through the Purdue TAP Training Within Industry (TWI) program, NISCO was able to develop a more hands-on, new-hire orientation process.

The positive results were immediate. NISCO's customer volumes increased during the second half of 2009 and the first quarter of 2010, which led to the addition of 156 employees at Topeka and 178 employees at Bremen. Additionally:

- Overall training time for new hires was reduced by 67%.
- Turnover rates improved by 52%.

Purdue's TAP TWI program has helped NISCO lay a solid foundation for developing the critical thinking and leadership skills of its associates in the fastest possible way.

"Through the Purdue-NISCO partnership, we connected with other Indiana businesses on similar TWI journeys," says Bob Kuenning, vice president of manufacturing for NISCO. "We have made contacts with other industries to share in benchmarking visits

and best practices. This is providing NISCO with a competitive advantage in our industry."

Tony Baker, NISCO Topeka plant manager, says company officials were convinced an investment in the employees was an investment in the future direction of NISCO.

"Our associates are the greatest assets to our business, and it's their knowledge and skill that will take us to the next level," he says. "By educating our workforce, becoming more involved in the training process, and encouraging follow-up and collaboration between departments, Purdue and its training program are helping ensure we will meet NISCO's current and future business needs."



Paul Johnson (right), Training Within Industry instructor for Purdue TAP, and NISCO Kaizen Manager Steven Volz (left) study methods of Job Instruction for the Purdue-NISCO collaboration at the company's Topeka plant.



## ABOUT TAP

Purdue's Technical Assistance Program provides high-value solutions that help Indiana businesses maximize their success by increasing profits, reducing costs and implementing growth systems. Our organization serves more than 500 companies annually by implementing continuous improvement principles in the areas of productivity, growth and technology. Purdue TAP has helped businesses collectively achieve over \$1 billion of economic impact since 2005.

### CONTACT US:

**PURDUE TAP: [WWW.TAP.PURDUE.EDU](http://WWW.TAP.PURDUE.EDU) / 765-494-6258**

**PURDUE MEP: [WWW.MEP.PURDUE.EDU](http://WWW.MEP.PURDUE.EDU) / 800-877-5182**

**COOPER STANDARD AUTOMOTIVE: [WWW.COOPERSTANDARD.COM](http://WWW.COOPERSTANDARD.COM) / 317-808-2369**