



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

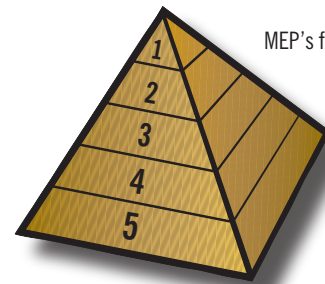
Skills Developed:	Embed Lean Practitioner skill sets, quick-change methods, 5S, and more
Lean Practitioners:	Are prepared to implement basic lean methods and begin impacting process improvements
Workforce Impacted:	Group work cell leaders, set-up people

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 or call us toll-free at 1-800-877-5182.