

## When Opportunity Meets Preparedness

We've all heard the phrase ***"If it ain't broke don't fix it."*** While this adage may still be true in some circles, at Crafterch we're working everyday utilizing Lean Manufacturing to optimize and improve our client's products even though they're not broken.

Ever imagine shifting common paradigms a little by asking, ***"We've got something that seems to be working well, but I know there must be a way to on improve it."*** Then, going one step further, committing to yourself and your stakeholders, ***"I'm not only going to find out how, but I'm going to take the action necessary to identify those different options, form a strategic plan and implement on that plan."***

Seems simple right? Believe it or not, while most people tell you they're open to improvement, change and eliminating waste i.e. **COST REDUCTIONS** the truth is most never take the actions necessary to harvest anything more than the lowest hanging fruit.

Lean Manufacturing provides a vehicle for improving quality, shortening lead times and best of all- reducing costs. Let Crafterch share with you how by using this straightforward methodology we are able to deliver considerable, sustainable and continuous improvements for our clients.

Want to bring continued innovation to your industry and have no desire to loose control by manufacturing offshore? Properly implemented, Lean Manufacturing coupled with Crafterch's expertise in design and value added services can provide you the competitive edge you need.

It's not magic and it requires commitment and a lot of teamwork. In most cases however, with no risk and justifiable ROI on minimal capital investment; Crafterch can provide you with the guidance and services you need to flourish in today's marketplace.

We invite you to stop by our booth 533 at this year's Del Mar Electronics show being held Wednesday May 6<sup>th</sup> and Thursday May 7<sup>th</sup> to discuss how you can leverage Crafterch's preparedness to achieve your improvement opportunities. Register free at [www.vts.com](http://www.vts.com).

If you are unable to attend the show and are curious about how your projects can benefit from optimization but don't know how or where to start, please feel free to contact me at [pweisel@crafterchcorp.com](mailto:pweisel@crafterchcorp.com) to get your **FREE** PowerPoint on the 14 Principals of Lean.

On behalf of the entire Crafterch Organization, I wish you and your company continued success in 2008 and beyond.

