



## PRESS RELEASE

June 9, 2010

### For Immediate Release

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## Dramm and Echter Inc. Makes Long-Term Improvements Using the CMTC Change Management Process

**Torrance, CA** – [Dramm and Echter Inc.](http://www.drammechter.com), a horticultural greenhouse producer based in Southern California, reports long-term success with assistance from [California Manufacturing Technology Consulting's™ \(CMTC's\) Change Management \(CM\) Program](http://www.cmtc.com). CM is designed to simultaneously integrate managing the people side of projects with the technical improvement side to address organizational behavioral and sustain gains. It was employed successfully by [Dramm and Echter Inc.](http://www.drammechter.com) during its management and productivity improvement initiatives.

“Between the economic downturn and a disconnect between our departments, we were struggling with profitability,” says Bob Echter, President of Dramm and Echter, Inc. “Change Management strengthened our leadership and increased communication, resulting in greater efficiency, reduction in inventory waste and improved labor costs.”

CMTC implements CM through an “engagement methodology” which targets and redirects the natural resistance to change. Resistance slows the speed of adoption, causes rejection of new systems and decreases process efficiencies. Typically this occurs in 30-50% of the productivity improvement projects. When management ignores people issues, projects go over budget, finish late or produce unsustainable results. In contrast, research data shows that by utilizing CM, a company has a **70-80% success rate** on completing projects successfully.

“Manufacturers are inclined to continuously make important improvements in order to remain competitive,” says David Braunstein, President and CEO of CMTC. “They are learning that making and sustaining improvements are two separate challenges. CM is the key to capture the enthusiasm of the work force and produce long-term sustained improvements.”

For more information about Dramm and Echter Inc., call 800-854-7021 or visit <http://www.drammechter.com>.

### ABOUT CALIFORNIA MANUFACTURING TECHNOLOGY CONSULTING:

A private, nonprofit corporation established in 1992, CMTC is an affiliate of the [National Institute of Standards and Technology \(NIST\)](http://www.nist.gov), a network comprised of more than 60 Manufacturing Extension Partnership (MEP) centers across the country providing education and assistance for manufacturers. Serving Los Angeles to San Diego/Imperial County, CMTC provides high value consulting services for improving management and production of high tech and traditional small and medium-size manufacturers. CMTC provides consulting services in the practice areas of Strategic Business, Lean Enterprise, Information Technology, Energy & Gas House Reduction, Quality Improvement, and Supply Chain Management. For more information, visit [www.cmtc.com](http://www.cmtc.com).

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