

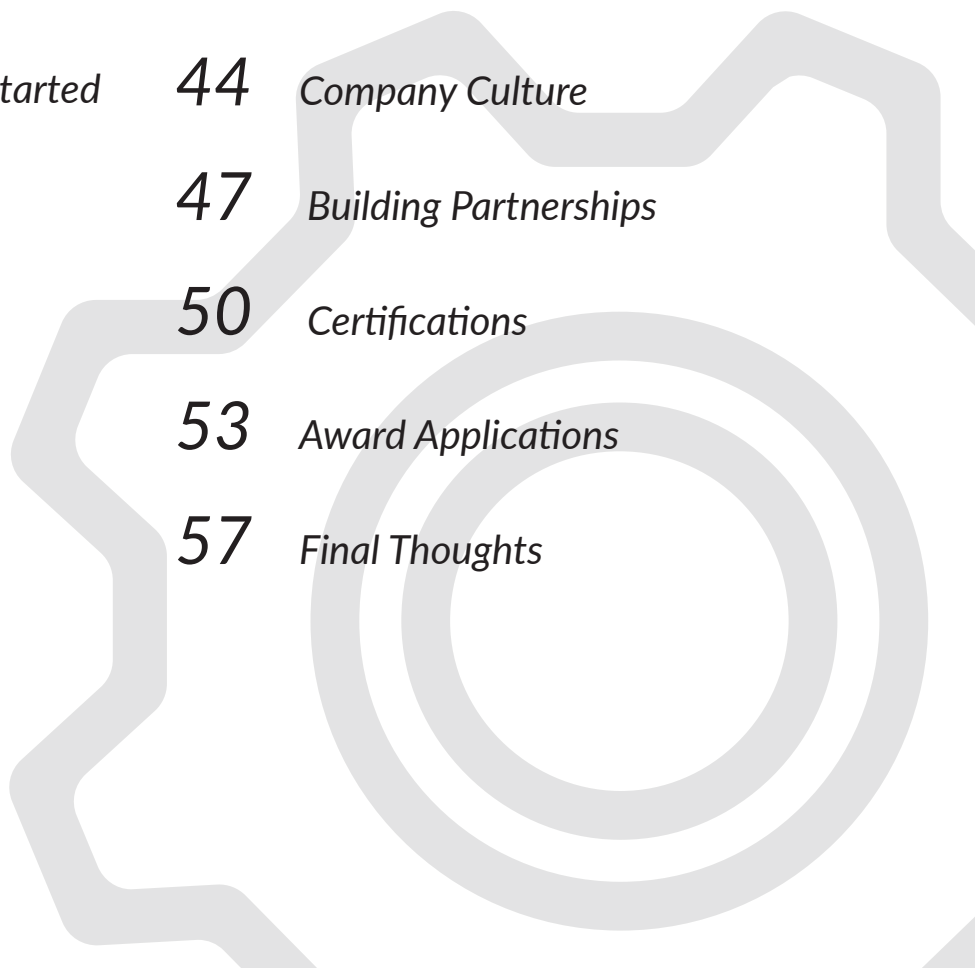
THE SMALL MANUFACTURER'S GUIDE



FROM POWERBLANKET AND NORTH SLOPE CHILLERS

TABLE OF CONTENTS

01	<i>Forward</i>	26	<i>Lean Manufacturing</i>
02	<i>About Us</i>	32	<i>Supply Chain Management</i>
03	<i>Manufacturing Today</i>	36	<i>Waste Prevention</i>
05	<i>A Few Things to Get You Started</i>	44	<i>Company Culture</i>
08	<i>Conducting Research</i>	47	<i>Building Partnerships</i>
11	<i>Funding</i>	50	<i>Certifications</i>
15	<i>Defining Your Brand</i>	53	<i>Award Applications</i>
20	<i>Marketing Strategy</i>	57	<i>Final Thoughts</i>



HI THERE!



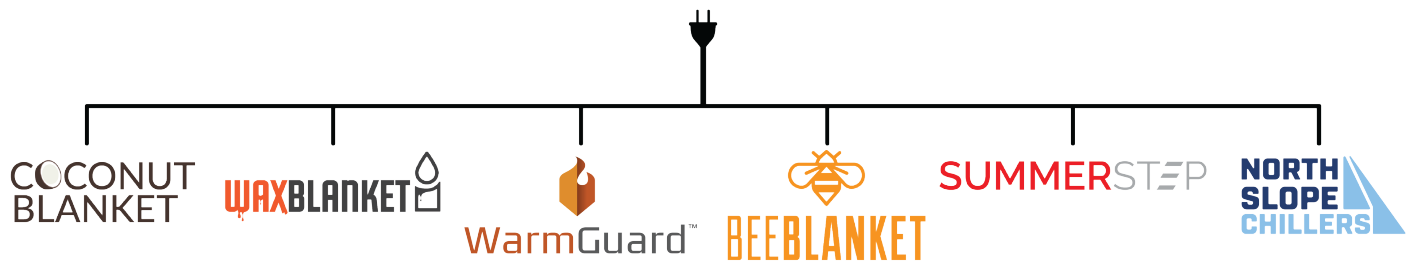
At Powerblanket, we are excited to look for innovations that open doors for new and creative manufacturing opportunities. We love supporting and motivating other great minds to think beyond the assembly line of generations past. The world of manufacturing is constantly changing due to ever evolving technologies and production methods. We must always look for new ways to create solutions that fill the needs of today's savvy consumers. As a proud member of the manufacturing community, we are happy to share our vision with you as you blaze your own trail of innovation.

Brent Reddekopp
President, Powerblanket

ABOUT US



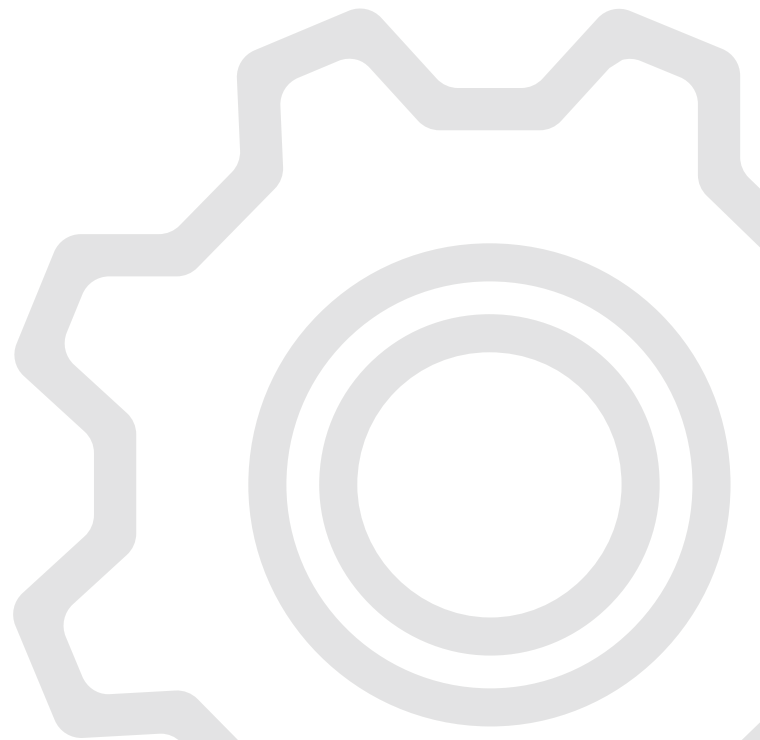
Our journey began back in 2005 in Salt Lake City, Utah. Over the last 15 years we have established an expansive family of patented American-made temperature control products that serve industries all over the world.



MANUFACTURING TODAY



Manufacturing is a large and important part of the U.S. economy.
Let's take a quick look at what that looks like with some specific facts and figures.



\$2.38
TRILLION

Manufacturing contributed \$2.38 trillion to the U.S. economy in 2018
(Source: Bureau of Economic Analysis)



For every \$1.00 spent in manufacturing, another \$1.82 is added to the economy
(Source: NAM calculations using IMPLAN)



For every 1 manufacturing worker, there are another 4 employees hired elsewhere.
(Source: NAM calculations using IMPLAN)

12.82

MILLION WORKERS

There are 12.82 million manufacturing workers in the United States, accounting for 8.5 % of the workforce
(Source: Bureau of Labor Statistics)

4.6

MILLION NEW JOBS

Over the next decade, 4.6 million manufacturing jobs will likely be needed, and 2.4 million are expected to go unfilled due to the skills gap.
(Source: Deloitte and The Manufacturing Institute)



Over the past 28 years, U.S.-manufactured goods exports have quadrupled.
(Source: US Commerce Department)

A FEW TIPS TO GET YOU STARTED



Before we start diving deep into topics like branding and vertical integration, we want to cover a few general tips to get you started. Whether you're new to the world of manufacturing or a long time player, these tips are great to consider and revisit.



DO YOUR RESEARCH

Starting a successful business is not possible if you don't understand the market. Make sure you know, as thoroughly as possible, what your customers are looking for. Deeply familiarize yourself with all the requirements of manufacturing your product. Size up the competition. We'll cover this more in depth later on.

START SMALL

There's absolutely nothing wrong with dreaming big. However, producing products can be time consuming and expensive depending on specifications and expertise required. You really can't afford to make huge mistakes. You can start by renting or leasing space and equipment. Your product will go through several minute changes in the beginning so depend more on manual labor and low-investment tools.

CONSIDER LOCATION

When starting a manufacturing business, there are two locations to consider:

1. Where will you produce your product?
2. Where will you sell your product?

The second location may not necessarily be physical. In the initial stages of business, you might be able to operate from a home office. With time and if you need specialized equipment, you will need a larger commercial space. Many seasoned manufacturers recommend considering your location's proximity to trucking routes.

SORT OUT LEGAL DETAILS

If your business is new, visit local government websites and ask around to know about what kind of licenses and certifications are required to get started. Once that's out of the way, you can confidently move ahead with big purchases and hiring employees.





MAINTAIN YOUR FOCUS

This is important for new manufacturers as well as a good reminder for seasoned pros. Make a decision about what kind of company you are and stick to it. Often, manufacturers try to move in too many directions at once. Have a clear vision and values and stick to them. Have a clearly established target market and brand story. You can always pivot a bit or expand your customer base, but make sure there's a structure and focus holding it all together.

INVEST IN YOUR EMPLOYEES

Employees are your company. According to a study by Case Western Reserve University, manufacturers who paid higher wages and spent more time training employees made it through the most recent recession much better than those who didn't. They experienced 11% less sales loss compared to other manufacturers. Investing in employees is a short term cost for a significant long term gain. We'll look more at empowering employees and creating an awesome company culture later in this guide.

REGULARLY RE-INVENT YOUR PRODUCTS

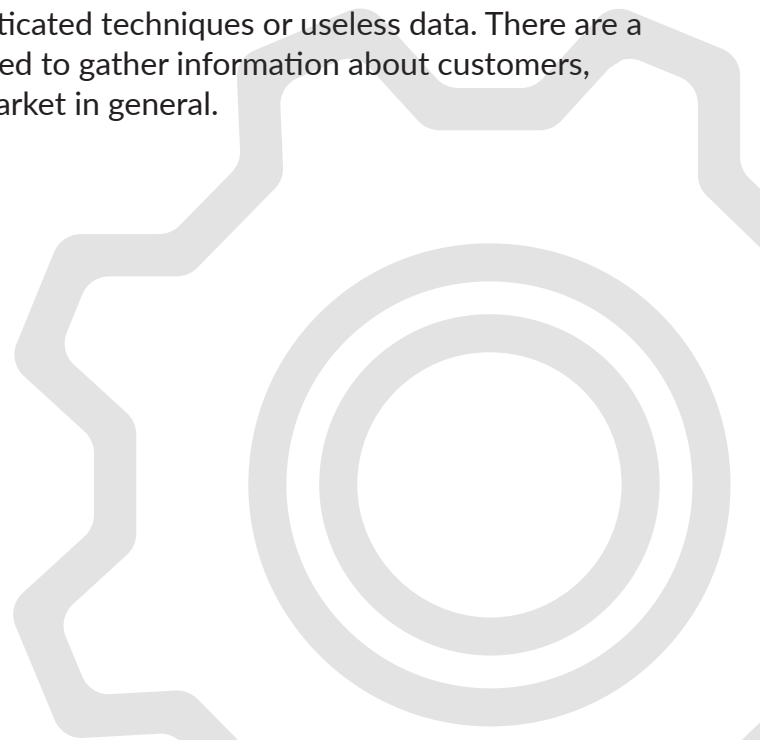
Work hard to sharply differentiate your products. As the market and the needs of your customers change, you'll need to make changes in your product or how you market your product.

CONDUCTING RESEARCH



Too often, we think we know what our customers think and want. This can be a huge pitfall! Businesses simply cannot be successful if they don't continue to meet the needs of their customers.

Market research doesn't need to involve highly sophisticated techniques or useless data. There are a variety of simple, practical methods that can be used to gather information about customers, competition, and the market in general.



CONDUCTING RESEARCH

Research can be used in several aspects of shaping your business and product. Here are a few areas where research shines.

IDENTIFY OPPORTUNITIES

Research can help you identify any groups of customers or markets your business has the opportunity to break into. What do these groups say they need or want? How can your product meet those needs?

EXAMINE YOUR MARKET

Research will help you better understand the markets you'd like to target. With appropriate research techniques, you can identify market segments, market trends, and the features and preferences of target customers.

FIND OUT HOW TO BEST MEET NEEDS

Once target markets have been identified and examined, research will help you determine how to best create or refine a product to meet the needs of your customers.

SIZE UP THE COMPETITION

Research can help you analyze your competition.

What are they doing right? Where are they falling short? How can your company better meet the needs of your target market?

REFINE YOUR VALUE PROPOSITION

Discovering the market and the unmet needs of your customers will help guide and refine what makes your business unique and how you can best communicate that with your customers.

DETERMINE PRODUCT EFFECTIVENESS

Determine how well your existing products are meeting the needs of your customers.

MEASURE MARKETING EFFECTIVENESS

Data and other analytical information allow allows you to evaluate the effectiveness of your marketing strategy and determine whether or not campaigns are resonating with your target market.



RESOURCES FOR INFORMATION

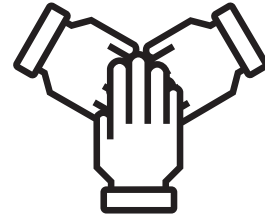
Today, we have nearly endless information at our fingertips. This can sometimes make jumping into research overwhelming. Here are a few of our favorite resources to get you started.



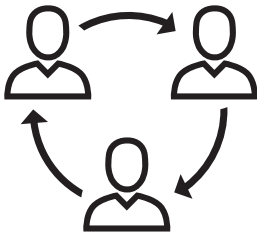
FOCUS GROUPS



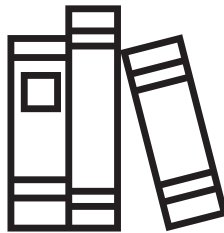
CUSTOMERS



EMPLOYEES



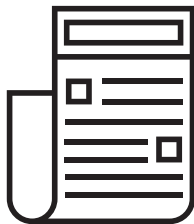
TRADE/PROFESSIONAL
ORGANIZATIONS



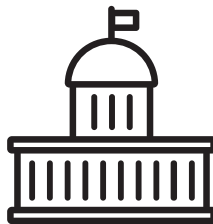
LIBRARIES



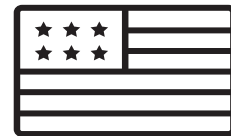
COMPANY
RECORDS



TRADE PUBLICATIONS



CHAMBER OF
COMMERCE



DEPARTMENT
OF COMMERCE



COMPETITION



CENSUS BUREAU



SURVEYS

FUNDING



No matter your product, production costs money; the right source of manufacturing business funding is essential. Like any type of small business loan, the further in advance you can apply for manufacturing funding, the better. This will give you more options for financing, as some types take longer than others.



ASK YOURSELF THESE FINANCE QUESTIONS

WHAT WILL YOU USE YOUR FUNDING FOR?

The amount of funding you need will vary based on your needs. Are you financing a specific need (i.e. a new piece of equipment) or do you need general working capital? Know exactly what you'll need the cash for before you apply. Your lender will definitely ask what the money will be spent on.



HOW SOON WILL YOU NEED FUNDING?

While some loans are for fast access to capital, some are not. Knowing when you'll need funding will determine which types of loans you can apply for. If you're in a time crunch, you'll have to rule out a few options.

HOW IS YOUR CREDIT?

Simply wanting a loan isn't enough to get one. Lenders will evaluate credit history and other criteria to determine how likely you are to repay your loan. Having stronger credit will give you more loan options with better terms. A less-than-great credit score doesn't mean you're out of luck! You just won't have quite as many options.



WHO IS OUR CASH FLOW MANAGEMENT TEAM?

Don't let accounts receivable and accounts payable take a back seat to your daily business. Make sure the entire management team is involved in cash flow communication. Time your payments to suppliers so that you maximize your liquid assets without delaying payments too long. Delaying payments can jeopardize relationships with suppliers, business credit review agencies, shipping companies, and other business relationships.

RECOMMENDED LOAN OPTIONS FOR MANUFACTURERS



EQUIPMENT FINANCING

With equipment financing, a lender works with you directly. The value of the equipment you plan on purchasing will determine the loan's amount and repayment terms. These loans are "self-secured." For self-secured loans, if you can't pay your loan, the lender will seize your equipment. While that may seem a little scary, having your equipment act as collateral lowers the bar for qualification.

INVOICE FINANCING

Best for cash flow

Manufacturing is a cash-intensive business. Unfortunately, sometimes that cash can get tied up in overdue invoices or trade credit. Invoice financing, (also called accounts receivable financing) offers loans to help you maintain cash flow when this happens. In this type of financing, a lender will give you about 85% of the total value of your outstanding invoices up front. Once you're paid, the lender gives you the remaining amount, minus their fees. This is a great way to keep your business running smoothly when cash is inaccessible. The process also happens quickly (in as little as a day).

SBA LOANS

Best for business with good credit

When it comes to business loans, SBAs are the gold standard. SBA loans are provided by intermediary lenders, often small banks. They are guaranteed up to 80% by the U.S. Small Business Administration. Generally, because they are government-backed, lenders drop the interest rates on SBA loans to the lowest on the market. This means that they are also some of the most competitive loans. Only the most creditworthy borrowers will qualify. Technically, SBA requirements don't specify a minimum credit score requirement. Most borrowers who qualify, however, have a personal credit score of 680 or higher. They're extremely paperwork-intensive; the entire application-to-funding process can take weeks to complete. If you're in a rush to get your hands on a manufacturing loan, an SBA loan might not be your best option.

BUSINESS LINE OF CREDIT

Best for funding opportunities

Sometimes, an amazing opportunity to grow your business will arise and you'll need capital to make it happen. This might be when your company has received some publicity or in anticipation for the holiday season. Maybe you've found a huge opportunity in a market niche. In a situation like this, you'll want to be able to quickly access capital to fund raw materials, labor, and anything else you need to keep up with growing demand for your product. A business line of credit is a great way to obtain for sudden opportunities. You'll work with a lender to get pre-approved for a loan. After that the loan works kind of like a credit card; you only use the money as you need it (you're not taking out a whole big loan at once). That means you only pay interest on the money you withdraw. It's common for entrepreneurs to keep a line of credit like this ready for emergencies.



“

Make sure your cost structure, particularly when it comes to unit costs, is well understood and realistic. The costed bill of materials must be mature and proven through prototyping or early production to reliably validate the startup's cash flow forecasts. Don't rely on volume discounts to bring your profitability projections into the black. If you can't sell your product profitably during the early marketing roll out, then you're significantly increasing the investors' risk of being saddled with a cash-strapped venture. There's nothing worse than having a good product that customers like but you can't generate sales volume fast enough to make the business financially sustainable.

”

-David Altemir, President/Senior Consultant, Altemir Consulting

DEFINING YOUR BRAND



Marketing guru Seth Godin defines a brand as “the set of expectations, memories, stories, and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.” Actively working to shape your brand will help differentiate your product, attract new customers, and strengthen relationships with existing customers. Furthermore, solidifying your brand gives employees core ideas to rally around as they work to create and promote your product.



DEFINING YOUR VALUE PROPOSITION

An important part of your brand is your value proposition. A value proposition describes what separates your business from your competitors. It should explain how your solution solves your customers' problem, the specific benefits, and why your target customers should choose you over the competition.

Your value proposition should be featured front and center on your website and incorporated wherever appropriate. It should be free of jargon and quickly convey to customers what they can expect from your product.

A VALUE PROPOSITION SHOULD INCLUDE:

- How your product or service works
- What makes it valuable
- Why it's better than the rest

MANUFACTURER HIGHLIGHT: TAFFY TOWN

2018 Power Manufacturer Of the Year



By using a whipping process and 24 hour long batch conditioning process, we produce a soft texture taffy that simply melts in your mouth. Add to that the finest in domestic and imported flavors, and the result is perfection in confection! Try some today! (from taffytown.com)



Taffy Town, an award- winning taffy manufacturer located in West Jordan, UT, has done an exceptional job of clearly defining and communicating their unique value proposition. Visitors to their website immediately get a sense of what makes Taffy Town's confections unique and why they should choose their taffy over other brands.



DEFINING YOUR TARGET MARKET

Another important step in developing your overall brand strategy is defining and addressing your target market—the audience that you think is most likely to buy the goods you manufacture. To do this, we suggest you re-visit the “research” section of this guide. Research is key to identifying and understanding your customer base.

As you define your target market, remember this: you can't (and shouldn't) try to sell your product to everyone in the world. You'd waste a lot of money and resources very quickly and probably not resonate with anyone very well.

ASK YOURSELF:

- When you came up with the idea for your product, who did you think it would help?
- What are the demographics of this group of people? (age, location, income, education, etc.)
- What are the psycho-graphics of this group of people? (interests, hobbies, concerns, etc.)

DEFINING YOUR BRAND'S VOICE & PERSONALITY

To further define your brand and create a distinct brand voice, it can be helpful to come up with a brand personality.

Here are a few questions to get you started:

- *If my brand were a person, what would he/she be like?*
- *What would they wear?*
- *What music would they listen to?*
- *What personality traits would they have?*
- *What kinds of things would they say when they talked?*

Answering these questions will help create a distinct tone and “feeling” to use throughout your company's branding.



DEFINING A VISUAL IDENTITY

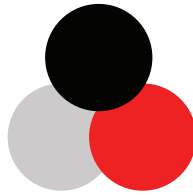
A visual identity is a set of visual elements used consistently throughout your branding. These elements create a unified image for your brand. Just like your company's name, your brand identity system should be reflective of your brand's values and essence. This system includes: a logo, a color palette, and fonts.



LOGO

Your logo is the core of your brand identity system. It should be flexible; Good logos can be adapted to work for everything from billboards to social media icons.

Additionally, your logo should look good in color, all white, and black and white. Your logo doesn't need to literally show what your business does. Instead, it should become a symbol of your brand.



COLOR

When you think of any well-defined brand, specific colors instantly come to mind. Consistently using 1 to 3 main colors in your branding is one of the quickest ways to create easily recognizable branding.

While most of your branding will be built around these main colors, it can be smart to expand your color palette to include complementary, secondary, and tertiary colors to pull from when needed.



FONTS

Your brand's family of typefaces should include 1-3 fonts used consistently throughout branding materials. Your main font should compliment your logo and be used mainly for headlines.

A second simple, complementary font is used for body text. Additionally, a third font can be used throughout marketing materials for pull quotes and other call outs.



TRADEMARK, PATENT, OR COPYRIGHT?

PROTECTING YOUR BRAND

Protecting your brand identity and your intellectual property is a critical step in establishing your business. Savvy consumers develop brand loyalty and return to companies they trust. Ensuring your designs, slogans, logos, brand identity or other proprietary materials are protected will get your company off on the right foot.

Trademarks, patents, and copyrights are all forms of intellectual property protection. These safeguards protect you if anyone tries to use your intellectual property without your permission. Different proprietary assets require different protections. Let's take a closer look at how to use each of these methods.

TRADEMARK

The U.S. Patent and Trademark Office (USPTO) says that trademarks protect “words, names, symbols, sounds, or colors that distinguish goods and services from those manufactured or sold by others and to indicate the source of the goods.” This can include business names, slogans, and even packaging materials.

Works that have secured a registered trademark with the USPTO use the ® symbol. Visit uspto.gov for more details.

PATENT

The USPTO says that “a patent for invention is the grant of a property right to the inventor.”

Patents exclude others from making, using, or selling your inventions or discoveries without your authorization. Patents can be secured for physical inventions, scientific discoveries, or improvements on previously existing inventions. Visit uspto.gov for more information.

COPYRIGHT

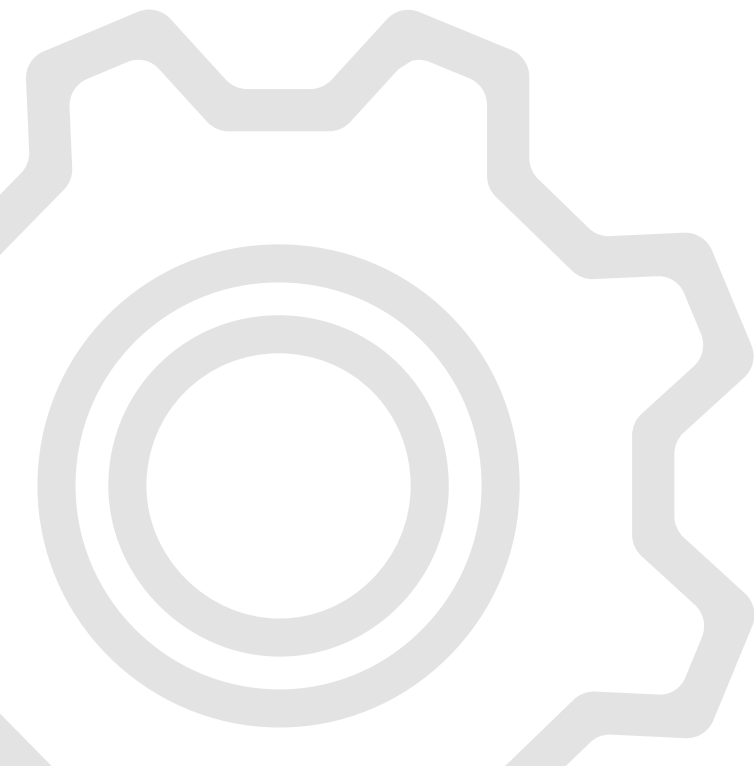
The United States Copyright Office says that a copyright protects original works that include “literary, dramatic, musical, artistic, and certain other intellectual works.”

Registering your copyright adds your work to the public record and gives you the necessary documentation to protect your work in case of infringement. The © symbol is used to identify copyrighted work. Visit copyright.gov for more details.

MARKETING STRATEGY



Because marketing is always changing, it's important to frequently revisit and adjust your strategy. Today, manufacturers have the amazing opportunity to leverage everything that content and digital marketing have to offer.



MARKETING AS A MANUFACTURER

As a manufacturer, you have some powerful marketing opportunities. Here are some of our favorite tips for most effectively telling the story of your product and brand:



EMPHASIZE YOUR UNIQUE CAPABILITIES

Once you've defined what makes your brand unique, you'll discover where you need to be focusing your marketing efforts. Highlighting what makes you unique will make you stand out to your audience.



BUILD A STRONG VISUAL PRESENCE

Create a visual identity for your company and use it consistently throughout all marketing material. If you don't feel that your current visual identity adequately represents your brand's values, revisit it.



ESTABLISH THOUGHT LEADERSHIP

For your marketing to be effective, visitors must view your company as a leader in the manufacturing industry and in the markets you're targeting. You can do this by producing content that provides your audience with helpful, industry-specific information. Examples are webinars, guides, blog articles, and videos.



HUMANIZE THE BRAND

Customers have seen enough of the cold and corporate manufacturing websites – they want to experience something new. They want value and conversation, and they want to be engaged. Make sure your brand's voice is as personable and engaging as seems appropriate. Be responsive and engaging on social media. Highlight and include your employees on social media, on your website, and wherever else it seems appropriate.





TAKE YOUR AUDIENCE BEHIND THE SCENES

Showing your potential customers the back end of your company will help them feel more familiar with your brand and product. It also makes for some pretty interesting and often mesmerizing content! “How It’s Made” videos often make for popular videos on social media. Sharing tours of your premises, or “Day In The Life” featuring one of our employees could also make some engaging content.



LEVERAGE KEYWORDS, PPC (PAY-PER-CLICK) ADS, AND SEO

A well-planned marketing strategy that includes keywords, SEO, and PPC ads will help your target market easily find your company on-line. This means thoughtfully planning and building the content on your website (including blog articles) and driving traffic to your website with PPC ads.



ENGAGE WITH EXISTING CUSTOMERS

Once you’ve made a customer, you can use your marketing strategy to build loyalty. This could be through specific email campaigns, mailed materials, social media, and encouraging customers to engage with your company beyond purchasing the product.

MANUFACTURER HIGHLIGHT: ALPINE DISTILLING

September 2019 Power Manufacturing Award Winner



I wanted to create something from scratch that I am passionate about and teach my kids the value of hard work. (from alpinedistilling.com)



Alpine Distilling is an award winning craft distillery located in Park City, Utah founded in 2011. Throughout their marketing strategy, they’ve infused the powerful story of their origins. They set an amazing example for creating an engaging and personable brand.



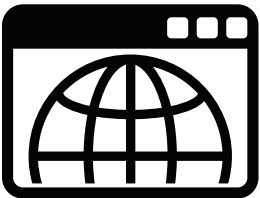


MARKETING CHANNELS

There are several channels you can utilize to communicate your brand with your target market. Make sure your marketing “voice” and style are consistent across all of your marketing channels.

Here are a few of our favorite options for manufacturers:

WEBSITE



Your website is one of your most important marketing assets. Your site should offer a great first impression or users won't stick around long enough to find out more. Use an SEO (search engine optimization) tool or app to score the usability of your site and to help you draw more traffic. Visit Google Analytics to learn how to direct traffic deeper into your site and convert into customers.

EMAILS

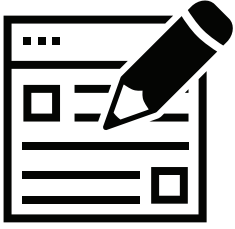


Email marketing will provide you with the most direct contact with your customers. This is a complex branch of content marketing and there is a lot of options out there. Find an email marketing service that can help you make your emails as relevant as possible. Keep your emails brief, visually catchy, and offer additional content that they don't have access to anywhere else.

SOCIAL MEDIA

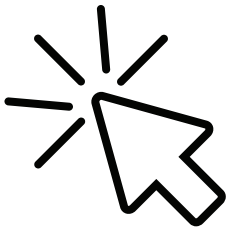


The world of social media offers consumers a way to more deeply connect with companies, scope out offers, conduct research and make purchase decisions. Personalize your brand with behind the scenes content, catchy graphics, interactions with potential customers, and friendly transparency. Not every social media platform is ideal for every manufacturing business. Pick and choose carefully so you can focus your efforts where they will be the most worthwhile.



CONTENT MARKETING

The more you invest in content marketing, the greater return on your investment. Establish yourself as an authority on subjects related to your products and niche market. Provide informative and useful pieces of content that gives your audience tips, tricks, and strategies. Make sure your content directs potential customers deeper into other areas of your site to help with your sales conversion.



PPC

Pay-per-click advertising is a valuable resource to help you connect with users who are looking for services like yours. Google Ads and Facebook/Instagram Ads are 2 of the largest agencies available today. These ads can help introduce people to your business that may not even know you exist. PPC does require a financial investment, so even if you can't afford it right away, it can be a useful tool in the future.



WORD OF MOUTH

The modern consumer pays more attention to the suggestions and opinions of friends than salespeople. Offering incentives for providing referrals and giving special offers to customers who spread the word is a great way to establish a core of loyal customers. Gather reviews and testimonials and showcase your happy customers to help spread the good word.



CREATING A SALES FUNNEL

A sales funnel can help shape any marketing strategy. It will help you map out the “ideal” process you intend your customers to experience as they go from prospect, to lead, to customer, to repeat buyer. Let’s take a look at what each step of the marketing funnel looks like in terms of marketing materials and strategy.



1

AWARENESS

Generate awareness through content like blog articles, guides, social media, etc.

2

DISCOVERY

Nurture leads with emails, targeted ads, newsletters, etc.

3

EVALUATION

Provide product information to prospects. Offer campaigns, case studies, etc.

4

INTENT

Focus on your unique selling points. Offer product demos, walk throughs, tutorials, etc.

5

PURCHASE

Prospects become clients and the process of retention starts.

6

LOYALTY

Provide customers with connection and support, updates on products, etc.

LEAN MANUFACTURING



Lean manufacturing embodies the ideal “do more with less.” The goal of lean manufacturing is to eliminate any unnecessary elements of the manufacturing process without compromising quality. This has the potential to drastically improve a company’s efficiency by keeping the focus on the customer’s needs and making the most of available resources. Lean manufacturing principles can be applied to all areas of business operations, not just the manufacturing floor.



LEAN MANUFACTURING CHECKLIST

☐ IDENTIFY VALUE

Before you can start making your manufacturing process as efficient as possible, you need to clearly define the value your product provides to your customer. We already covered this a bit when we talked about branding, but let's review: No matter what you are manufacturing, it's important to consider value from your customer's perspective (not necessarily what you think is best). What are your customer's needs for the product? Consider how long after placing an order the customer will need the product, what price point will best fit the customer's needs, and any other important requirements.

☐ MAP THE VALUE STREAM

To map the value stream, clearly outline each step and process involved in taking a specific product from raw materials to the moment the final product is delivered to the customer. Next, identify and eliminate ANYTHING that does not contribute to the value as identified in the previous step.

☐ CREATE FLOW

Creating flow means making sure each step of your value stream flows smoothly without interruptions, delays, or bottlenecks. First, any delays or bottlenecks must be identified. Closely monitor your production process from start to finish. Are there any unnecessary interruptions? Is there anything delaying specific tasks? Are there any points along the production process that are constraining the flow?



☐ ESTABLISH PULL

The next step in establishing a lean manufacturing system is to create pull; this means you're providing your product as quickly as possible without creating excess inventory. It's important to note that pull systems will only operate smoothly once flow is established. A popular tool used to maintain a pull system is Kanban. Kanban organizes tasks or projects into "requested", "in progress", and "done." This method of task organization ensures tasks and projects are completed as needed. Projects are "pulled" across the Kanban board to meet the demands of the customer.

☐ CONTINUOUS IMPROVEMENT

Establishing "lean" will NOT happen overnight. Write that down. Hang it up somewhere. Read it out loud over and over again. Making a permanent transition to a lean manufacturing system requires constant tweaks, changes, asking yourself, "what's working?" and "what's not?" Here are a few tips we have for making regular improvements in lean manufacturing:

- Make lean values a regular part of your company's training. While what lean manufacturing looks like in practice will constantly shift, the values remain the same. Make sure your entire team understands what "value" means at your organization. Regularly discuss flow, pull, and how you can improve your value stream.
- Try implementing any changes on a small level. Start out with one department, or even a small group of department heads. Focus on perfecting the change there before spreading it across your company.
- Constantly seek input from all team members. Lean manufacturing works best when the whole team is on board. When asking the questions, "What's working?" and "What's not?" make sure answers are coming from your organization's entire team, not just the "higher ups."





KAIZEN

Kai (Change) Zen (For the Better) is a Japanese practice of continuously changing and improving. When companies implement kaizen into their business practices and manufacturing process, they keep their employees actively engaged in a culture of continuous improvement. The principles of kaizen are at their most effective when used by EVERYONE, EVERYWHERE, EVERYDAY.

KNOW YOUR CUSTOMER

Come to know the interests and values of your customer base so you can work collectively to improve their experience.

LET IT FLOW

Your organization as a whole should aim to eliminate waste-fullness and create value wherever possible.

GO TO GEMBA ("real place")

Follow the action to find where your company's true value is being created. Stay grounded where the action is actually happening.



EMPOWER PEOPLE

Teams should be organized, goal oriented, and provided with the tools necessary to reach those goals. Successes should be shared and adjustments should be clear and constructive.

BE TRANSPARENT

Speak to your teams using real data, quality feedback, and tangible results. Improvements and performance should be clearly communicated and easily visible to all within the organization.

Kaizen is part philosophy, part action plan. The workplace philosophy centers around the desire to develop a company culture where all employees are actively engaged in improvements. The action plan involves organizing events, challenges, projects, etc. that focus on improving specific areas within the company.

POTENTIAL LEAN ROADBLOCKS

There are a few roadblocks you may face when working towards “lean.” For some people, these hurdles could mean the end of establishing a lean system. This doesn’t have to be the case! Each of these disadvantages have fairly simple solutions. Let’s take a quick look at each snag you could run into and how to overcome them.

PROBLEM: LACK OF ACCEPTANCE FROM EMPLOYEES

When first transitioning to “lean”, long-time team members may drag their heels. If the “old” way of doing things has worked okay for so long, why change? Additionally, “lean” requires constant input from employees; this frequent need for input may seem intimidating or overwhelming to team members.

Can you blame these reluctant team members? Transition is hard, especially when it requires you to step outside of your comfort zone a bit. So, what can you do to make that transition less painful and even exciting?

SOLUTION: BUILD YOUR “LEAN” TEAM

One way to help combat any resistance is to build a “lean” team. Identify team members you feel could lead the way as your organization transitions to a leaner production model. These could be department heads or employees you feel will be the most enthusiastic about the changes.

Leverage the enthusiasm and new “lean” knowledge of this core group; Ask them to help train your organization in lean principles and lead meetings about how your organization can work towards “lean.”

“When it comes to implementing lean manufacturing, the most effective approach is to tackle implementation as a staged process, which is scale-able and adaptive based on what you learn from the implementation of each previous stage. Trying to take an operation down to peak efficiency lean manufacturing in one jump is rarely successful, and can actually have the opposite effect – resulting in more waste and reduced productivity. Factor in a number of process stages and enough time to assess and review each and use them to guide the next move, instead of seeing the transition to lean as a switch that is turned on in one go.”

-John Moss, CEO, English Blinds

The logo for English Blinds, featuring the word "english" in a dark grey sans-serif font and "blinds" in a bright green sans-serif font, both enclosed within a white circle.

englishblinds

PROBLEM: HIGH COST OF IMPLEMENTATION

Switching to a leaner manufacturing setup will require some initial time and money investments. Time will need to be spent re-training employees and managers according to new lean values. Additionally, creating smaller work cells and improving flow may require the purchase of new machinery or equipment.

SOLUTION: START SMALL

Transitioning to lean does not need to happen all at once. Training and process re-engineering can begin with one small group or department; once that group has the hang of it, you can begin focusing on other groups.

PROBLEM: HIGH DEPENDENCE ON SUPPLIERS

Because only a small amount of inventory is kept on hand, lean manufacturing creates heavy dependency on suppliers. Any issues with suppliers can throw off the entire system.

SOLUTION: CREATE A FOOLPROOF SUPPLY PLAN

First, make sure you choose a reliable supplier for your production needs. Next, have a solid plan in place for any supply emergencies. Where will you access supplies if your supplier falls through or if an accident leaves you scrambling? Having a thorough plan in place will minimize any damage from supply emergencies.



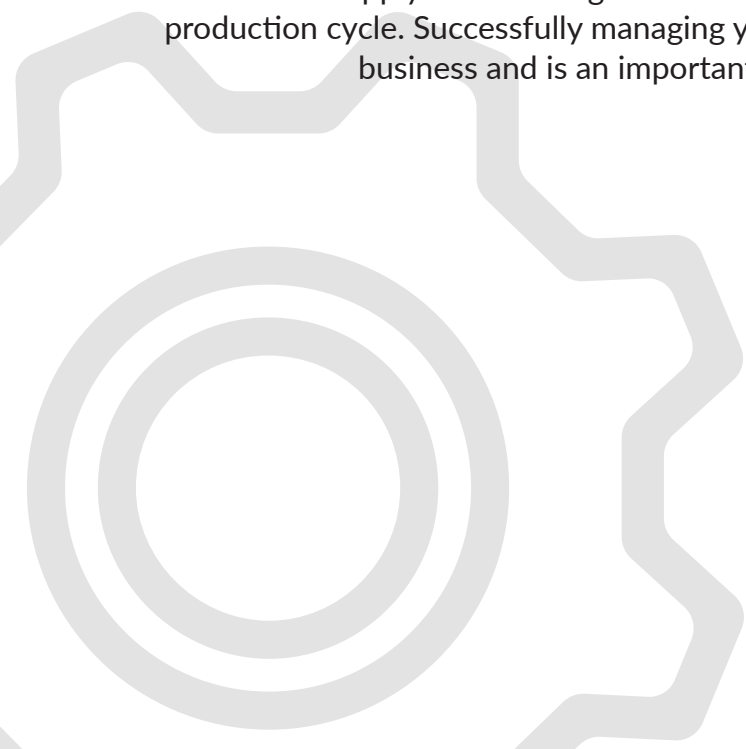
“When implementing lean manufacturing, work backwards from the financial statements and customer satisfaction data to identify sound targets for lean improvement. Many times, managers become enamored with a particular lean problem solving technique and then look for opportunities to apply it. This cure-in-search-of-a-disease approach to instituting lean improvements sometimes ends up putting the focus more on the rudiments, formalisms, and ceremony of the problem-solving process itself rather than on practically solving economically important problems.”

-David Altemir, President/Senior Consultant, Altemir Consulting

SUPPLY CHAIN MANAGEMENT



Effective supply chain management lowers costs, eliminates waste, and saves time in the production cycle. Successfully managing your supply could make or break your manufacturing business and is an important part of implementing lean principles.



SUPPLY MANAGEMENT TIPS

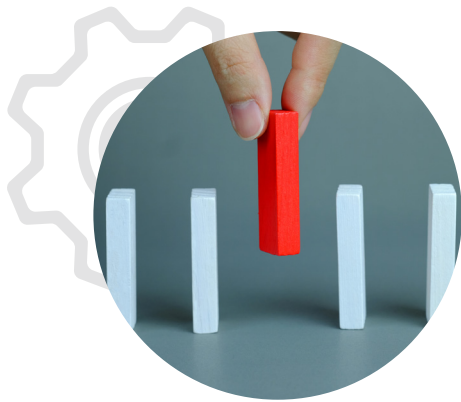
IDENTIFY POTENTIAL PROBLEMS

If possible, visit and tour potential suppliers to see if they will be a good fit. This will give you a chance to see if their operation can keep up with your demand. Document agreements in writing every time so you don't have to play the "trust me game" as points of contact come and go. Anticipate and prepare for seasonal highs and lows especially when manufacturing a seasonal product. Invest in a well-reviewed supply chain management software (ERP/MRP) that can help you start off on the right foot. Use this software in connection with a Kanban system for extra support.



SELECTING SUPPLIERS

Keep a supplier score card so you can easily keep track of which suppliers are going to best meet your needs. Keep accurate records of transactions, timelines, and points of contact. You should always have a second supplier lined up in case of emergencies. Having multiple suppliers also gives you negotiating power to keep your prices low. Be quick about feedback to your supplier, especially during the start up phase. Make sure you are clearly communicating your needs and schedules. Cultivate a trusting relationship with your suppliers that walks the line of helping your business first but not at your supplier's expense.



CASH FLOW MANAGEMENT

Critically reviewing and re-evaluating your order/payment cycle should be an on-going process. Carefully evaluate your lead times so you know how much time you need between ordering supplies and collecting payments from customers. Make sure your representative over collections is responsible and collects full payments in a timely manner. Plan for and protect yourself during growth spurts. Structure progress carefully and make sure growth is being covered by customers and clients as much as possible. Establish a line of credit with a business credit review agency to have a safety net for emergencies and to help cover the gaps between orders and payments.



INVENTORY



Know the shelf life of your supplies to avoid spoilage and dead stock that is no longer profitable. Invest in an inventory management program that will help you avoid over or under-purchasing. Ordering too many supplies and raw materials can lead to expensive storage costs and cash shortages. Conduct regular self audits and stay up-to date on your PAR (periodic automatic replacement) levels. PAR levels are the minimum amount of inventory you need for each item you sell. Keeping track of your PAR levels will help you make sure you have just enough inventory for what you need and lowers the risk of over-purchasing. You should also consider adding barcodes to your shelves to increase efficiency.

STORAGE AND ORGANIZATION

Measure, sketch, and plan on paper before spending too much time physically moving inventory around. Don't pack things to the rafters and ensure you save yourself some flex room for unforeseen needs. Storing and organizing your inventory by a first in-first out basis will help you use materials in a timely manner and avoid spoilage. Clearly label your shelving so you can keep production moving. Storage costs money, so don't hold onto excess inventory for extended periods of time. Offer periodic discounts and clearance to help you free up valuable space.



SHIPPING AND RECEIVING



Extensively shop around, cost compare, and negotiate shipping costs. Consider using different shipping companies for domestic orders and cross-border orders to make sure your varying needs are met. Modern customers appreciate a pleasant un-boxing experience. Include small personal touches in your packaging content to encourage return business and show customer appreciation. Periodically re-evaluate your packaging and shipping practices to help you stay aware of new offers, trends, and opportunities you can share with your customers. Make sure you have a clearly designated physical space to receive and send out orders to avoid costly mis-shipments and mistakes.



VERTICAL INTEGRATION

In manufacturing, vertical integration is an arrangement in which the “middle man” is removed and the supply chain of a company is partly or wholly owned by that company. Companies produce the smaller pieces they need to make their larger product, rather than obtaining them from a supplier.

WHY VERTICALLY INTEGRATE?

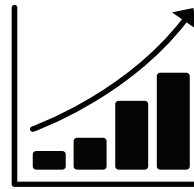
Tighter quality control



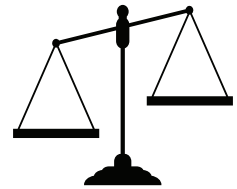
Better information and supply flow



Reduce costs and increase profits



Reduce leverage from outside sources



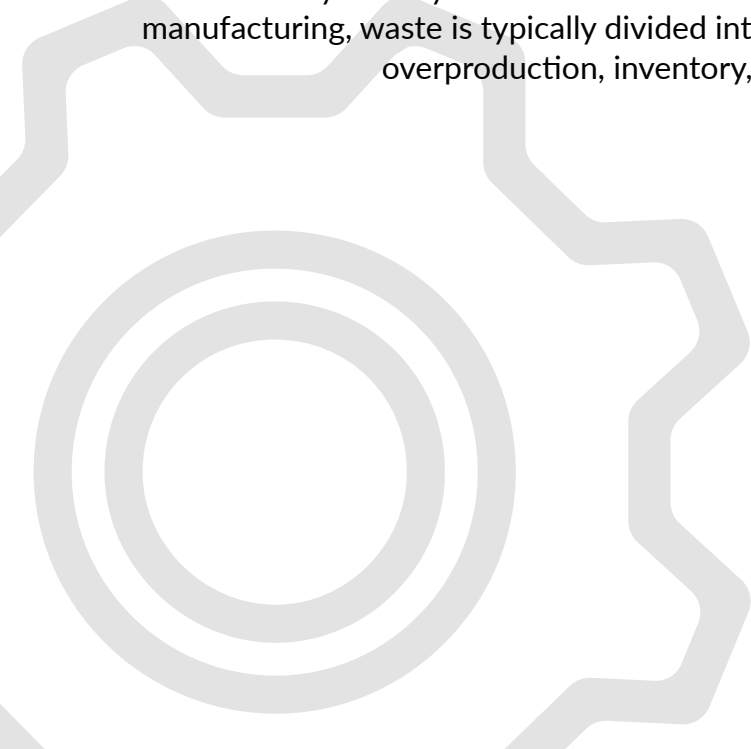
With vertical integration, we can reduce cost and sometimes have better control over production. At Powerblanket, the supplier for our heated film was struggling to meet our orders in a timely fashion. By vertically integrating we went from having a heated film supplier to having several new suppliers: carbon ink, silver ink, PET film and copper ribbon. We can carry a safe level of those products to be confident that we will be able to produce what we need to. It also gives us a lot of flexibility; with our previous supplier if we wanted to change a product or try something new we had to agree on a design and then wait for them to produce the product and ship it to us. With vertical integration we can try new things within a couple of days a lot of times and iterate on a design much more quickly.

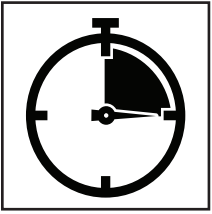
-Ben Dubois, Head Engineer at Powerblanket

WASTE PREVENTION



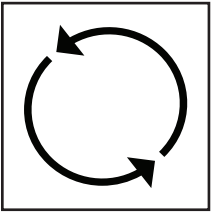
Waste is any activity that consumes resources without adding any value. In the context of lean manufacturing, waste is typically divided into seven categories: waiting, over-processing, motion, overproduction, inventory, transportation, and quality defects.





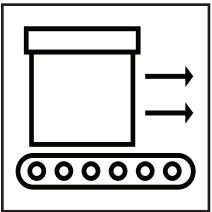
WAITING

Waiting is any time wasted waiting for someone, or something to complete a certain task before the next process can begin. This means that extra time is added to the production process that brings no added value to the final product. Identifying where waiting is happening in your production process can help eliminate bottlenecks and minimize production time.



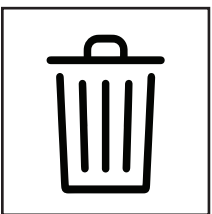
OVERPROCESSING

Overprocessing occurs when more effort or activity than what is needed is used to produce a product. This often happens when the customer's needs are misunderstood-- unnecessary work (that adds no value for the customer) is performed during the product's creation. When you clearly identify and understand your customer's needs, you'll be able to focus only on activities that bring value to the product.



MOTION

Motion is the physical movement required by a machine or human resource to take goods from one process to the next. Human time and talent can be significantly wasted on unnecessary product or material movement. Additionally, excess motion provides more opportunity for product damage and loss. When you streamline your production layout, product moves as little as possible--time and energy can instead be put toward adding value to the product.



OVERPRODUCTION

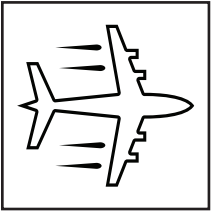
Overproduction occurs when more parts are being produced over time than what is required by the customer. This often results from waiting and can contribute to other forms of waste such as excess transportation and extra inventory (more product to move and store). It will take time and effort to determine ideal production rates, but doing so will save significant time and money on wasted materials.





INVENTORY

Maintaining inventory requires time and money to store and transport; the longer it sits in storage, the more it's costing you. Instead of spending the necessary resources to manage rooms full of inventory, consider adopting a "just in time" or "one piece flow" production model.



TRANSPORTATION

Moving materials or products from one facility to another or one place in a facility to another adds no additional value to the product. Transportation is often a byproduct of overproduction and inventory. It costs businesses unnecessary pocketfuls of money and chunks of precious time. Eliminating overproduction and inventory could effectively eliminate transportation -- if not, carefully evaluate the transportation utilized in your production process and determine what can be adjusted.



QUALITY DEFECTS

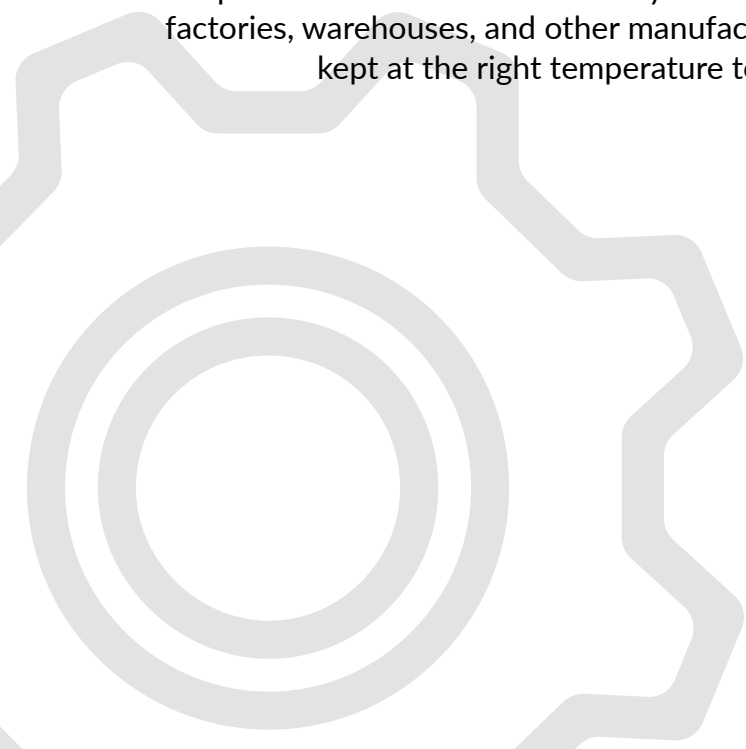
Quality defects result in time wasted waiting for the repair or reworking of a certain product or material. This, in turn, can contribute to transport of defective products, over processing, and overproduction. Implementing careful measures to prevent defects and immediately address potential or small defects can help prevent large batches of defective products.



TEMPERATURE CONTROL



Temperature control is crucial in any building, but especially for stockrooms, production floors, factories, warehouses, and other manufacturing facilities. Products and machinery need to be kept at the right temperature to prevent costly malfunctions and waste.



TEMPERATURE CONTROL TIPS

As a manufacturer, you will be heavily investing in a wide variety of equipment and products to grow your business.



KNOW YOUR TEMPERATURE RANGES

Stay educated on the recommended temperature ranges of every piece of equipment and container of raw materials you bring into your facility. Contact suppliers immediately if temperature needs are not clearly listed to avoid spoilage or malfunctions. Only operate machinery when you have a clear understanding of its thermal needs to keep your business and employees safe.

ORGANIZE BY THERMAL NEEDS

Once you know the temperature requirements of your assets and supplies, you can more efficiently organize them according to their needs. Avoid storing heat sensitive materials next to heat generating machinery, heating vents, or hot and sunny windows.

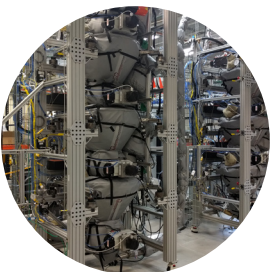


GO WITH THE FLOW

Make sure your shelving is not blocking any vents or fans needed for temperature control in your facility. Carefully place equipment and machinery to make sure cooling vents are not covered. Consider using open wire shelving for products and materials that need air flow to help them stay in their temperature ranges.

SEAL IT UP

Check your weather stripping around doors, windows, and other openings to ensure there are no leaks. During seasons of extreme heat or cold, make sure doors and windows stay closed to save money on your utility bill and more efficiently control your temperatures. Any cargo doors that need to open for shipping and receiving should be shut as soon as possible.



PROCESS HEATING AND COOLING

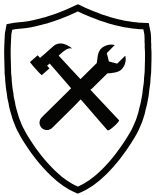
Anticipate how your temperature control needs will vary between the winter and the summer. Investing early in process heating and cooling will protect your materials and equipment, maintain personnel safety, optimize your operations, and eliminate costly downtime.

PROCESS HEATING AND COOLING

Process heating and cooling uses specialized equipment to prevent extreme temperatures from damaging sensitive equipment and materials. There are many benefits to installing process heating and cooling products throughout your facility.

WHY USE PROCESS HEATING AND COOLING?

Protect Critical
Materials & Equipment



Personnel Safety



Optimize Operations



Eliminate Costly
Downtime



POWERBLANKET SPECIALIZES IN TOTAL TEMPERATURE CONTROL



In 2005 we started with one problem, "How do we cure concrete quickly with maximum strength year round?" That question drove the creation of the Powerblanket Concrete Curing Blanket, which, in turn, changed the concrete calendar for many companies.

After the concrete blanket, we realized there were industrial temperature problems all over the world and we had created technology that could make a major difference. Now Powerblanket products prevent fluids from freezing, protect critical materials and equipment, improve viscosity, optimize processes, keep personnel safe, and provide total temperature control and peace of mind.

PROTECTING MATERIALS AND EQUIPMENT

HEATERS FOR DRUMS, BARRELS, AND TOTES

Effective industrial drum, barrel, and tote heaters eliminate waste and lower costs incurred from materials damaged by improper storage. Foods, chemicals, spray foam, epoxies, resins, and other industrial materials often have strict temperature storage requirements.

It's important to store these products at optimal temperatures. Powerblanket drum, barrel, and tote heaters provide heavy duty insulation, evenly distributed heat, and freeze protection without overheating or burning.

NORTH SLOPE CHILLERS INDUSTRIAL COOLING

Our portable industrial chiller systems come in 3 different performance levels so you can find the right cooling system for you. Easy to install, these chillers will not disrupt the layout of your system. With a chilling range from -112°F to 85°F, North Slope Chillers can keep your critical materials and equipment cool even in hot conditions.



OPTIMIZE YOUR OPERATIONS

CUSTOM HEATING SOLUTIONS

Powerblanket is the unrivaled leader in custom temperature control solutions. Whether you need minor modifications to our standard products or a fully customized solution, our world-class engineering team will quickly solve your problem.

Optimize operations and protect critical materials when you team up with Powerblanket to create the right solution for your application. Our custom process is quick and painless.



PERSONNEL SAFETY

SUMMERSTEP INDUSTRIAL SNOW MELTING MATS

When slippery winter weather settles in, protecting your employees and customers from slips and falls should be a high priority. An effective solution to keeping steps, doorways, and walkways safe and ice-free is the Summerstep Snow Melting Mat. Summerstep heated mats are designed to be left outside all winter long, can be custom made to fit any location, and will melt approximately 2 inches of snow per hour while operating.

Eliminate time-consuming shoveling and de-icing and prevents slips that could cause serious injury and even a lawsuit. To save time and hassle, and for added peace of mind, consider making Summerstep heated mats a part of your winter safety precautions.



ELIMINATE DOWNTIME

HOT BOXES AND FLAT BLANKETS

If you're in need of a universal heating solution, the Powerblanket's bulk material warmer (also known as the Hot Box) is the perfect answer. It can be easily assembled, disassembled, and reassembled for cold weather storage, freeze protection, transporting, job site heating, remote location use, and other heating requirements. It provides safe, even heating to everything housed inside. When you need to heat a wide variety of storage containers, the hot box is the ideal solution.

Powerblanket flat blankets are perfect for prepping frozen ground for projects, concrete curing, and epoxy curing. Speed up the curing process and get your operation back up and running by reducing costly downtime.



Contact Powerblanket today to start protecting your business: 877.564.1203 info@powerblanket.com

COMPANY CULTURE



A company's culture is the values, practices, and beliefs held by its team members. Culture is demonstrated in the words, actions, and decisions made by each member of an organization. Some companies may have a culture of teamwork and open communication while others have a culture of competition and hierarchy. Since company culture is a good indicator of your employees' work satisfaction, it can't be ignored. There are several things you can do to help make it amazing.



HOW TO CREATE A POSITIVE COMPANY CULTURE

DEFINE YOUR WHY

Knowing your “why” gives each of your team members a clear direction as they act within your organization. At surface level, Powerblanket is a small company making heated blankets to keep things from freezing. Not too exciting, huh? It’s when we dig into the “why,” however, that we really give our employees something to get passionate about. At Powerblanket, we help save jobs! We help our people discover, develop, and share their strengths! When we focus on this and not just heated blankets, we give everyone at our operation a familiar idea to rally around.

DEFINE YOUR VALUES

Well-defined values put everyone on equal footing. Everyone knows what’s expected of them and what to expect from other team members.

At Powerblanket, we’ve taken the time to clearly outline our top three values. Just like having our “why”: defined, this provides each of our team members with principles to guide their words and actions within our organization. Our values are:

1. Clarity- We strive for clear communication among team members. We take time to define our goals and plans and to ensure that everyone is on the same page. By clearly communicating and reviewing our goals and expectations, we are better able to meet them and enjoy shared success.
2. Trust- We want each of our team members to feel comfortable asking questions, admitting when they’ve made a mistake, and asking for help. Each person recognizes the value of help from others. We realize that we can accomplish much more together than we could individually.
3. Passion- We go out of our way to hire passionate people and believe that everyone can be a high performer. Everyone can be a creative, critical thinker. If one of our team members is struggling to find their passion, we encourage and help them.



REPEAT YOUR MESSAGE AGAIN...AND AGAIN...AND AGAIN

Does everyone in your organization know your company's "why"? What about your values? Make sure they're displayed visibly throughout your workplace. Make them a part of every training and meeting. Each member of your team should be able to recite them verbatim.

SET THE EXAMPLE

Company culture starts with leadership. An organization's leader can talk the talk, but if he or she doesn't walk the walk, others will follow suit. If leaders aren't buying into cultural changes within an organization, you can't expect the rest of a team to embrace them.

Working to develop a company culture that inspires passion and critical thinking is not an easy process. Here are just a few lessons we've learned along the way at Powerblanket:



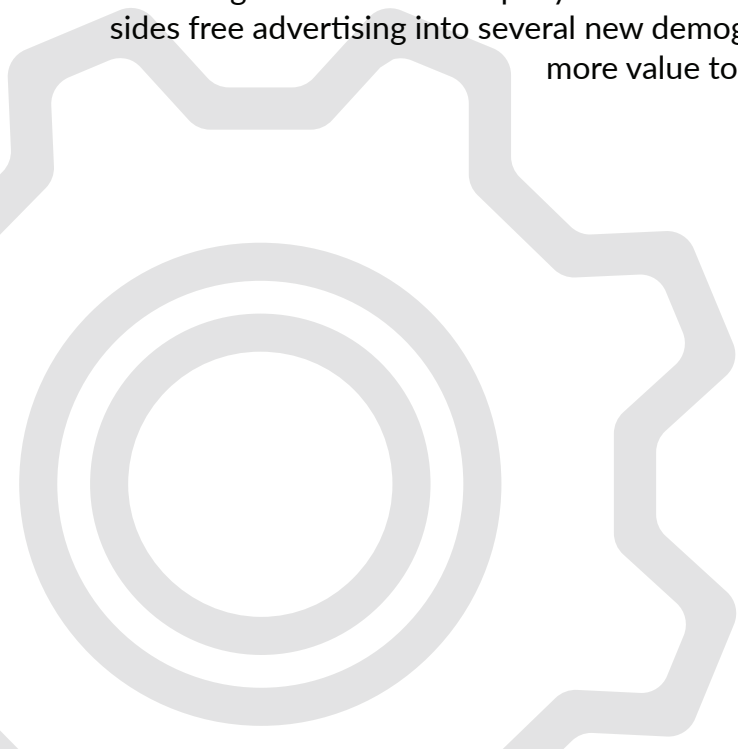
- You have to hire your culture
- Everyone in the company needs to be incentivized; financially and with exciting activities.
- It's important to work out your performance problems immediately
- Management has two jobs: set the vision and remove obstacles (and then get out of the way!)



BUILDING PARTNERSHIPS



Partnering with another company is one of the most effective ways to expand your customer base. Besides free advertising into several new demographics, strategic partnerships also allow you to provide more value to your existing customers.



TIPS FOR CREATING A SUCCESSFUL PARTNERSHIP

SET CLEAR EXPECTATIONS

You should have a strong connection with the business you partner with, but hammering out the details of that partnership has to be more technical than emotional. Define the business structure (partnership or corporation), what the partnership should accomplish for each company, and what constitutes each partner's domain. This will eliminate confusion for both companies' leaders, employees, and customers. It will also help you avoid complications and disagreements over which partner should handle what. When you started your company, growth may have meant each employee taking on whatever roles were needed for the company to succeed. For your partnership to succeed, however, you must give every employee and manager a specific title with clearly defined responsibilities.

CONSIDER YOUR PARTNER A PART OF YOUR TEAM

Clear and well-defined roles ensure there will be no overlap in offerings that could generate competition between you and your partner. Such conflicts are a significant reason why up to 80 percent of business partnerships eventually fail. It may temporarily delay the partnership, but you'll both flourish if you take time to thoroughly integrate each other into your teams. That's the approach that Nike and Amazon are taking in their partnership to open a digital Nike store. The potential for overlap and other conflicts is substantial, so they're taking their time to iron out every detail first. Your partnership, however, shouldn't be just about benefiting from the other company's technology or customer base. To make the partnership as valuable as it can be, it should be about learning, growing, and benefiting from each other's knowledge and experience, too.



GIVE THE PARTNERSHIP ROOM TO GROW

Remember, you're not just pooling resources; you're also combining your abilities to scale as quickly as possible. Exago, an embedded business intelligence (BI) company that partners with Walmart and Autotask, explains that flexibility and extensibility are key in tech partnerships: "BI products, especially embedded ones, must be able to cover the full gamut of client needs -- even as they change or evolve over time." From a technology standpoint, an application's extensibility is how capable it is of supporting custom programming, a potentially game-changing asset to its partner software. From a business perspective, extensibility is a vital element in any partnership because both your partner's and your ability to extend resources can mean freedom for employees to innovate new products, customer engagement strategies, and more. A valuable partnership should be capable of sharing resources and adapting over time

MAKE HONESTY AND TRANSPARENCY YOUR WATCHWORDS

Establishing a successful partnership and ensuring it has the ability to grow are essential, but they don't guarantee that you will succeed. Long-term success also requires honesty and transparency from both partners. That means maintaining open and frequent communication as well as personal interaction as often as possible. Make your strengths and shortcomings known upfront and insist on the same level of honesty from your partner. Both companies have to be transparent about what they lack and what they offer before deciding whether the partnership is a good idea. You also have to remain transparent for both sides to capitalize on every opportunity and learn from every failure. Honesty is the best policy when building any relationship. You'll get more out of your business partnership if you make it a priority.



CERTIFICATIONS



Certifications for manufacturers sets industrial and commercial standards. These standards promote quality, safety, and efficiency in your company's products, services and systems. Certifications demonstrate a company's commitment to quality and continuous improvement. They indicate that buyers and procurement professionals are dealing with a manufacturer who has reached the highest standards in the industry.



ISO 9001

ISO 9001 is a standard that sets out the requirements for a quality management system. It helps businesses and organizations be more efficient and improve customer satisfaction.

ISO 9001 certification provides a few different important benefits. The first is to your customers. It communicates to them your commitment to

quality and to running a quality company. There are even some customers that require ISO. Another benefit is that it helps improve the company culture. Quality becomes a bigger focus throughout the company. It provides the opportunity to talk to everyone more about the company practices and to get everyone on the same page.

Here's some advice for ISO 9001 certification from Powerblanket's plant manager, Brad Mecham:



- Just dive into it yourself. This can be helped if you have people that have prior ISO experience
- Hire a quality or ISO manager with previous ISO experience
- Hire consultants to do it
- Use a hybrid model- "We took a hybrid approach. Due to the time constraints, we were under we couldn't do it all ourselves. I was the quality manager at an ISO company before coming to Powerblanket. I had a good understanding of ISO, but we needed it quicker than I could do it myself. We were fortunate to be able to tap into some government funding to help us pay for a consultant. They were able to write our Quality Management System (QMS) and recommend a great auditor. I worked with the consultant to improve our processes to bring them into alignment with ISO."



UL/ETL

Safety certifications are important so that end users can be confident that a product won't create an unsafe condition when used properly.

OSHA has a program called NRTL (nationally recognized testing laboratories) where private sector organizations can be certified to perform testing to ensure that certain requirements are met. Safety standards are written by committees and

there are thousands of them, for many different products. The standards are published by various organizations like UL, ANSI, CSA in Canada, and IEC internationally.

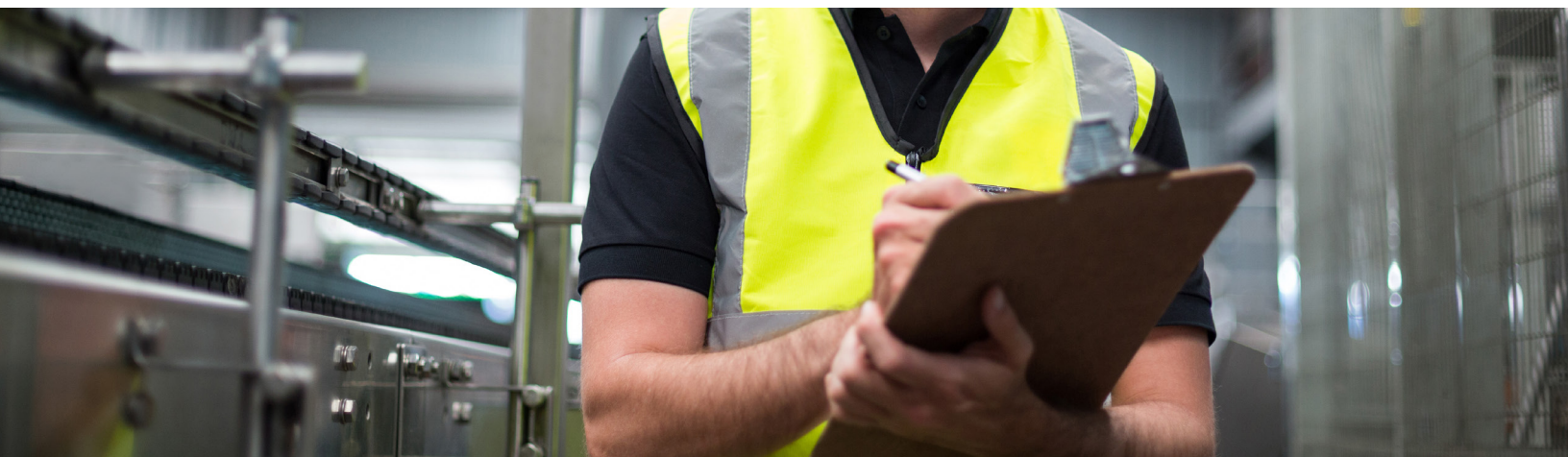
NRTLs will determine which standard(s) apply to a product and which tests need to be performed to verify that the product complies with the standard.



At Powerblanket, we have worked with a few different NRTLs, Intertek, UL, TUV. UL has two sides to it, one side publishes standards and the other side acts as a NRTL. I would advise manufacturers to do their own testing and be confident that their product will pass before sending it in for testing, this will reduce cost and time. Work with the NRTL to understand the applicable standard as completely as possible, do your own research to verify that the correct standard has been chosen. Sometimes it makes sense to have an engineer from the testing company come to your location to do the testing rather than send your product to them. This also creates the opportunity to make tweaks during the testing process if necessary. Plan on it taking longer and costing more.



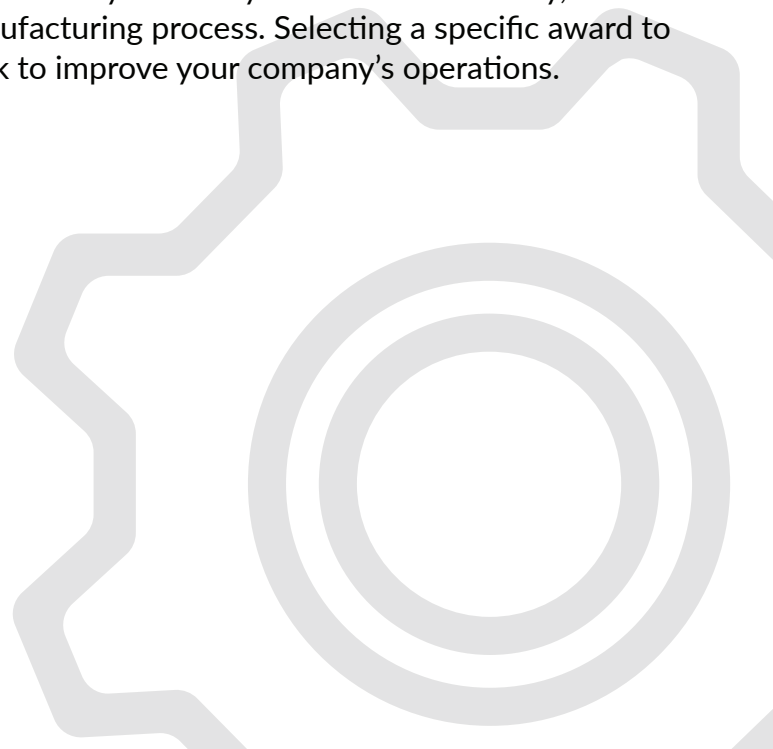
-Ben Dubois, Head Engineer, Powerblanket



AWARD APPLICATIONS



Applying for and winning awards is an incredible opportunity to build your brand's credibility, raise awareness about your product, and to refine your manufacturing process. Selecting a specific award to win can help you set specific goals as you work to improve your company's operations.



THE AME EXCELLENCE AWARD

The AME Excellence Award primarily recognizes manufacturing and health care organizations that have demonstrated excellence in manufacturing and business operations. The application requirement for 2019 was for a single plant or operating unit, including “maintenance, repair and overhaul” operations for a hospital in either the public or private sector. The AME Excellence Award criteria details a lean systems model for enterprise excellence. The primary focus of the award is to acknowledge continuous improvement, best practices, creativity and innovation. This award supports AME’s mission of inspiring commitment to enterprise excellence by identifying “Pearls of Excellence” or best practices to share with other AME members. (from ame.org)



UMA MANUFACTURER OF THE YEAR

The Utah Manufacturer of the Year Award recognizes manufacturers with a significant presence in Utah. This award highlights their manufacturing process, operational performance, fidelity to the presence of free enterprise, community outreach, and economic achievement. If your business doesn’t have a presence in Utah, we recommend researching what types of awards, if any, your local manufacturing association offers.



UTAH MANUFACTURERS
ASSOCIATION
MANUFACTURER OF THE YEAR

MANUFACTURING LEADERSHIP AWARDS

The Manufacturing Leadership Council (a division of the National Association of Manufacturers) recognizes world-class manufacturing companies and individual leaders in several different awards. Judges look for projects and individual manufacturing leaders that demonstrate achievement across a wide variety of domains, including sustainability, operational excellence, innovation, supply chain management, analytics, IoT deployment, and others.

THE INC. 5000 LIST

The Inc. 5000 list of the fastest-growing private companies in America honors all sizes of success. If your private company has grown in the past few years, take advantage of this opportunity to receive global and national recognition for your achievements. You owe it to yourself (and to your employees) to apply for the most prestigious award in business. To qualify for the 2019 Inc. 5000, your company must have met each of the following qualifications:

- Be privately-owned, based in the United States, independent (not a subsidiary or division of another company)
- Have started earning revenue by March 31st, 2015
- Had revenue no less than \$100,000 in 2015
- Had revenue no less than \$2,000,000 in 2018
- Revenue in 2018 exceeds revenue in 2015 (from inc.com)



GREAT PLACE TO WORK CERTIFICATION/RECOGNITION

Great Place to Work is an organization whose mission is to build a better world by helping organizations become Great Places to Work for all. They recognize companies that go above and beyond to invest in employees, allow employees to bring their whole selves to work, and have a one-of-a-kind culture where everyone is treated with kindness, dignity, and respect. Companies that receive this recognition feel more like a family, bringing out the best in their employees.

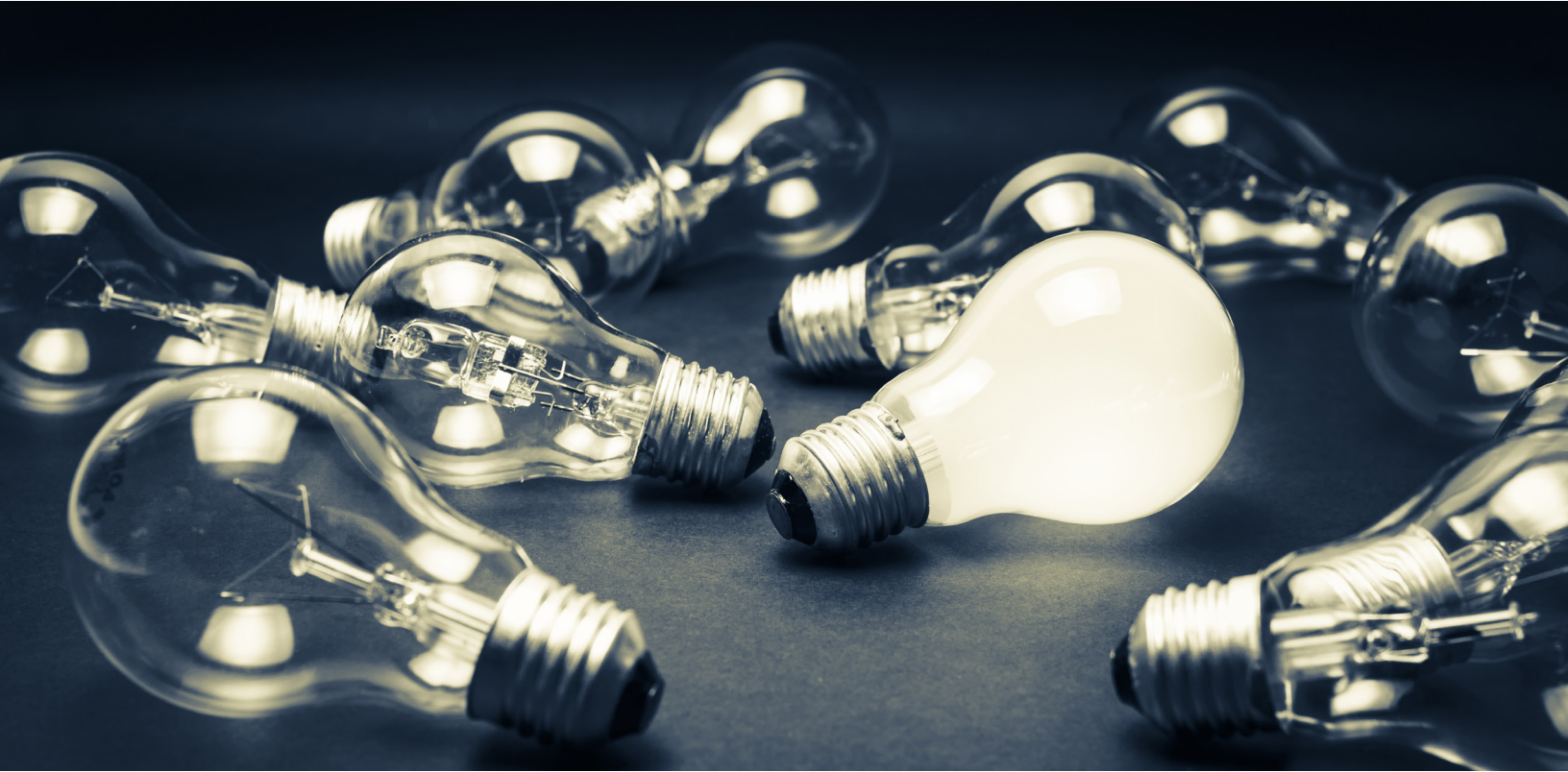


POWER MANUFACTURING AWARD

The Power Manufacturer Award is a celebration of manufacturing culture and excellence across the country. Each month, Powerblanket recognizes a company that demonstrates excellence in manufacturing culture and success, giving everyone a chance to learn and find inspiration to make positive changes and enhance best practices. At the conclusion of each year, one company is chosen from those honored to be the Power Manufacturer of the Year. This and other similar smaller-scale awards are a great opportunity for manufactures to receive recognition, build credibility, connect with other manufacturers.



FINAL THOUGHTS



Here at Powerblanket, we believe the manufacturing industry has the potential to be a true community. We know that by empowering and elevating those around us, we are all lifted together. Thank you for your eagerness to learn and grow alongside us. We wish you success in all your manufacturing endeavors.