



\$91.9 million in new and retained sales  
\$34 million in new investments  
1,214 jobs created or retained

The **Wisconsin Manufacturing Extension Partnership** (WMEP) enhances the success of Wisconsin's small to midsize manufacturers by providing expert and accessible services in the areas of growth and innovation, continuous improvement, training, export assistance, supply chain management and profitable sustainability. WMEP is a strong advocate for manufacturers in Wisconsin and supports Wisconsin manufacturing at a national level.

WMEP serves manufacturers in Southeast Wisconsin.

For more information, contact:



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The **Northwest Wisconsin Manufacturing Outreach Center** (NWMOC) is located on the campus of UW-Stout, Wisconsin's Polytechnic University. NWMOC provides at-your-location services by seasoned practitioners with expertise in manufacturing management. The experts at NWMOC deliver integrated services to manufacturers in 33 northern and western Wisconsin counties. The NWMOC is part of UW-Stout's Discovery Center, which provides applied research to foster discovery and innovation-based solutions.

NWMOC serves manufacturers in Northwest Wisconsin.

For more information, contact:



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\* Impacts are based on clients receiving service in FY2010

# WISCONSIN CLIENT SUCCESS

*“Sustainability is now part of the company’s strategic business plan. We’re excited about finding new opportunities to reduce our impact on the environment and improve our bottom line. Our sustainability focus is giving us a competitive advantage, making us a more profitable company and enhancing our reputation as an industry leader.”*

**\$90,000 reduction  
in landfill cost.**

Amy Dvornik, President of Business Development

Established in 1953, AFW Foundry is a third generation family-owned business. Located in Lannon, Wisconsin-based with less than 100 employees, the company supplies non-ferrous sand castings complete-to-print for a diverse range of commercial applications.

AFW Foundry was experiencing increased demand in its air-set business, leading to a large amount of sand used in production and then shipped to the landfill. The company had already invested in equipment to mechanically reclaim the sand used in production to be reused to make new molds. But the new process required 30% of all reclaimed sand to be diverted to a silo, which was still destined for the landfill. The company needed engineering expertise to find another use for the sand, so they participated in the Wisconsin Profitable Sustainability Initiative (PSI). PSI was launched by the Wisconsin Department of Commerce and the Wisconsin Manufacturing Extension Partnership (WMEP), a NIST MEP affiliate, to accelerate the adoption of sustainability strategies by small and midsize manufacturers. The goal is to help manufacturers reduce costs, gain competitive advantage and minimize environmental impacts using a team of energy, environmental, and lean experts.

The PSI team validated the strong return on investment that could be achieved by diverting the sand away from the landfill. Sampling and analysis of the sand was conducted and the team helped the company apply for and receive a Category 2 classification from the Wisconsin Department of Natural Resources. The designation is crucial because it negates the waste designation and allows the diverted sand to be used for roadbeds, embankments and other approved uses. The team from WMEP guided the company through a very complex process and helped develop a process to significantly reduce the amount of sand needed to be trucked to the landfill each year.

*“NWMOC Project Managers provide the tools and training to our employees so we can successfully document and solve issues.”*

**Reduced cost by  
50 percent.**

Brian Pratt, Production Control Manager

Genesis Attachments, LLC manufactures excavator, skid steer, and material handling attachments for use in scrap processing, demolition, reconstruction, quarry, waste handling, and recycling-based operations. It offers concrete processors, grapples, shears, and parts, as well as rebuild and reconditioning services. The company was founded in 1997 and is based in Superior, Wisconsin. Genesis Attachments, LLC operates as a subsidiary Paladin Brands, LLC. The company employs 100 people.

In 2004, Genesis contacted the Northwest Wisconsin Manufacturing Outreach Center (NWMOC), a NIST MEP network affiliate, for assistance in beginning their Lean journey. They wanted to reduce lead time, focus on supplier development, and implement Lean strategies throughout the entire company. Project Managers from the NWMOC provided Lean 101, Value Stream Mapping, 5S (Sort, Set in Order, Shine, Standardize, Sustain) Workplace Organization, and Cellular Flow. The results were so successful, that Genesis reached 98 percent Lean implementation in 2008. It was only natural for Genesis to contact the NWMOC again for assistance with their continuing Lean journey. They were tracking safety, quality, delivery, and cost while documenting daily issues and analyzing data to prioritize their biggest challenges.

NWMOC Project Managers provided A3 problem-solving training, simulation, and mentoring. They also assisted Genesis with Total Productive Maintenance (TPM), which resulted in known maintenance checklists, labeled gauges and controls, and standard ranges identified to ensure that their machines operate at their correct ranges. TPM leads to reductions in downtime and scheduled replacements of parts before a failure can occur. Precision and repeatability are also maintained. Paladin’s company newsletter for February/March of 2011 listed their annual award winners for 2010; Genesis won in five categories-- Most Improved Quality, On-time Delivery, Best Productivity, Best Inventory Turns, and the Paladin Business System award for the second time (2008 and 2010).