



Case Study

New Product Launch Support

Challenge

An industry-leading company develops many new products. Their core competence is innovation and engineering, not manufacturing. They need a manufacturing partner capable of making low volume initial product runs from CAD data to support market trial activities. When a new product is deemed to be volume-worthy, the company then transfers manufacturing to its high-volume production partner. To do so they need manufacturing process specifications in order to develop the RFQ.

Solution

Peckham formed a partnership with this customer that is equally innovative to the company's products. For each new product, we develop a manufacturing process and tooling from the CAD data utilizing our expertise in manufacturing, product cost tracking and flexibility. We insure product quality by developing a repeatable process with standard work instructions. We set up dedicated manufacturing lines to produce the product. We enhance the process as volume warrants optimizing cycle time, material and labor utilization, quality and costing efficiencies.

Status	Action Item	Updates / Comments	Person Responsible	Date Due	Percent Complete
100%	Have customer's customer specifications been identified and communicated to the customer for resolution? (if requested) (not requested)		Eric Stevens / Project Lead		100%
100%	Get shipment date	2/22/2014 they push back if needed	Eric Stevens		100%
100%	Check purchase order for request		Eric Stevens		100%
100%	Identify job		Eric Stevens		100%
100%	Check job sheet	Have discussion w. selling to the job sheet. Need to get job sheet created and controlled	Eric Stevens		100%
100%	Job sheet distributed to all areas and update discussion		Eric Stevens		100%
100%	Get up purchase order in discussion with priorities		Customer Service Rep		100%
100%	Change change? Customer on Sign		Customer Service Rep		100%
100%	Check purchase order value if required		Customer Service Rep		100%
100%	Check customer service requirements		Eric Stevens		100%
100%	Packing requirements determined with customer	determine if they are customer supplied, ISO or in box cases, need packaging materials to be sent per req. needs to be determined with customer with as new sheet date	Customer Service Rep		100%
100%	Is a BOM schedule created?		Customer Service Rep		100%
100%	Is there any customer owned material being used?	Will be here on the 27th	Eric Stevens		100%
100%	Is Peckham required to manage the customer owned material - storage method identified?		Eric Stevens		100%
100%	How the handling supervisor been made aware of the customer owned material they will be receiving?		Eric Stevens		100%
100%	Customer on sign?		Eric Stevens		100%
100%	BOM checked in discussion		Eric Stevens		100%

Results

Peckham has helped our customer successfully launch three new products and enhance three existing products in one year. On a single new product, we saved the customer 15% per unit by changing processes, purchasing new equipment and reducing scrap. We supported a significant volume increase on a hot new product from 4,000 to 10,000 units per month. We develop and manage supply chains, inventory and warehousing solutions for the customer. Our customer recently indicated they are considering moving some overseas work to Peckham.

Peckham Manufacturing Services

Peckham is ready to assist with your manufacturing challenges, including:

- Manufacturing process development
- Quality process development
- Low volume tooling & production
- Problem Solving
- Product/process cost optimization

Peckham is a nonprofit business and human services organization that values quality, diversity and performance. We are ISO/TS Certified, use Lean and Six Sigma practices to insure the highest quality products and services.