



New Product LAUNCH

When designing, launching or redesigning a new product, factory or technology, effective support can make all the difference between success and a costly failure. GP Strategies™ has the practical experience and expertise to show your company how the application of Lean processes can make these activities more efficient and effective.

GP Strategies New Product Launch

Lean launch support assesses the design, organization, capability and readiness of people, processes, tools and equipment at all phases of the product development cycle.

GP Strategies has partnered with virtually every area within an organization to understand and solve their specific needs.

SUPPORTING	CUSTOM AND OFF-THE-SHELF SOLUTIONS	MEASUREABLE IMPROVEMENTS
Advance Mfg. Engineering	Site, Facility and Process Design, Layout, Process Failure Mode and Effect Analysis (PFMEA)	Initial process capability investment reduction
Suppliers	Process Trials, Problem Solving, Cost Reduction	Launch speed long-term viability
Equipment Vendors	Prototype Evaluation, Dry Run-off	Process and equipment reliability and launch readiness
Pilot Production	Process Pilot, Training, Documentation, Troubleshooting	Workforce, process and facility readiness; speed to revenue
Operations	Training, Certification, Work Station Readiness/ Optimization, Troubleshooting	Sustainable workforce and process certification, optimization and continuous improvement
Maintenance	Safety and Maintenance Procedure Design, Development, Training	Long-term asset performance, reliability and utilization

“Documenting, Designing, Decommissioning, Launch. At no phase can I afford a lack of detail in the planning and execution of a change of this magnitude.”

— Launch Manager, Auto OEM



Assessment and Documentation (Current Facility)

Capture current state of operations, confirm or optimize all direct and indirect layouts (micro/macro) and document results utilizing lean layout design guidelines and procedures to minimize cost and increase efficiency.

- Process Footprints – layout, material/information flows
- Process Measurement
- Inventory Levels
- Quick Changeover Processes
- Standardized Work
- Workforce Requirements
- Quality Systems
- Decommissioning Punch List

Design Phase

Review proposed or develop layouts, material handling routes, product flow, dock location, tooling and equipment needs, and work standards, incorporating controls in Safety, Quality, Volume and Cost, to enable the most-efficient and productive methods to produce the product at the lowest cost.

- Facility and process design (layout capacity & efficiency planning/equipment/maintenance)
- Direct workforce and support staff requirements
- Standardized process/policy formats (audits/Q-checks/metrics)
- Material handling, replenishment and logistics design
- Tooling and equipment retrofit, refurbish, validation

Trial and Launch Implementation Support (New Location)

Coaching and management of project planning, parts evaluation, process development, equipment evaluation, trials support and concern/countermeasure process implementation in order to achieve an on-time, in-budget product launch.

- Installation Punch List Process
- Equipment Standards, Maintenance and Training
- Vendor Run-Off Management and Procedures
- Trial Management and Procedures
- Asset Evaluation and Planning
- QA Management and Procedures

For nearly 20 years, executives in the manufacturing, food and drug, petrochemical and transportation industries have come to GP Strategies to leverage launch experience and expertise. We have lead teams in supply chain, site and facility design, lean production systems, equipment safety and maintenance, and human performance development.

Contact GP Strategies for more information about specific results we can help you achieve.

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