

PROJECT BRIEFING

OPERATIONAL IMPROVEMENTS

“With completion of the project, we are now able to manufacture customized Personal Pages and generic Day-Timer planners at our facility, with reduced cycle time and reduced capital expense in a cellular environment. Attainment of our project goals was accomplished through cellular structure and extensive process simulation.”

Vice-President Manufacturing
Day-Timers, Inc.

Project work completed in partnership with Ben Franklin Technology Partners of Northeastern Pennsylvania and the Enterprise Systems Center of Lehigh University.

PROJECT SUMMARY

Day-Timers, Inc. manufactures paper-based and computer-oriented time management and organizational products. In addition to their already thriving business, the company wanted to expand into other markets by leveraging the advanced technology of digital printing to manufacture customized paper-based organization products. Day-Timers partnered with personnel from Enterprise Systems Partners, Inc. (ESPI) to simulate and analyze their manufacturing processes, capabilities and operational strategies for the new digital printing technology.




PROJECT DESCRIPTION

Launching the new line of customized organizer products and ensuring a smooth start-up of the first digital printing line and finishing cell constituted the main operational goals. The primary project deliverables were to define the product-finishing portion of the production process and to introduce cellular manufacturing technology and techniques into the Day-Timers production culture.

By gathering production data and interviewing key staff and production employees, the project team developed a manufacturing simulation model. Several scenarios were modeled to analyze the input of demand and operating conditions on throughput cycle time and resource utilization.

By successfully launching digital printing technology and cellular manufacturing Day-Timers was able to dramatically reduce the cycle times and work in process.

RESULTS

-  Saved \$100,000 in equipment costs.
-  Met throughput objective of 42,000 units per week.
-  Reduced cycle time by 80%.

