OPTO
BY PHILLIPS CORPORATION

OPTO HELPS BALDOR GET CRITICAL PROJECTS OFF THE GROUND

WHAT DO YOU DO WHEN YOU HAVE TO GET A NEW PROCESS UP AND RUNNING AND ALL OF YOUR ENGINEERS ARE BUSY MANAGING EXISTING OPERATIONS?

You have two options: You can pull people off vital day-to-day activities causing unacceptable backups or you can bring in expertise from the outside.

Baldor Electric Company – one of the country's largest producers of electric motors – selected option two and hired Phillips Opto Expert Ben VandeHoef to prove out a new process, not just once but several times in the past year.

"We've had several non-standard, time-sensitive projects and needed his help," said Dave Myers, a senior manufacturing engineer at Baldor.

While he is not the kind of man who hands out praise easily, Myers says he was truly impressed with VandeHoef.

HIGHLY RECOMMENDED

"I rarely do this, but I highly recommend him. You just don't see the kind of technical skills he has very often," said Myers, who has worked in manufacturing for nineteen years.

"I RARELY DO THIS, BUT I HIGHLY RECOMMEND HIM. YOU JUST DON'T SEE THE KIND OF TECHNICAL SKILLS HE HAS VERY OFTEN."

Dave Myers
Senior Manufacturing Engineer, Baldor

Before joining Phillips, VandeHoef was an aerospace machinist for almost twenty years, making parts for the Space Shuttle and the B-2 Bomber. He's also served as a shop supervisor, lead programmer, and machinist in many other companies. He brings that wealth of experience directly to manufacturers who use Opto, a unique Phillips service that provides companies with a high level of manufacturing expertise and training support.

For his first assignment at Baldor, VandeHoef worked on a new process that will allow the company to produce low volume, high variety parts faster and better than in the past.

"We wanted to get this process going quickly and we didn't want to pull people out of other parts of the business," Myers explained.

Working on his own at Baldor 's training room, VandeHoef took Myers' designs and developed, proved, and tooled them up in just a few weeks. Myers estimates that VandeHoef's work *shaved at least two weeks off what would have normally been*

OPTO DELIVERS RESULTS

OPTO helps Baldor...

- **Reduce new process development time by MORE THAN 30% without disrupting day-to-day operations**
- **Produce customized parts THREE TIMES FASTER than before - as a result of that new process.**

a six-week process, and got the work done without disrupting normal operations.

"Baldor didn't have to take a single person off the floor," VandeHoef said.

Even more importantly, VandHoef helped the company get a critical process off the ground – one that has enabled Baldor to produce customized parts *three times faster.*

TAPPING INTO EXTRA EXPERTISE

More and more companies are looking to Phillips Opto to help get new processes up and running.

Sometimes it's a matter of expertise, VandeHoef explained. But even when companies have the know-how, as was the case at Baldor, they often can't afford the delays that result when engineers try to juggle their day-to-day work with the new project.

The need for outside assistance is only likely to grow, particularly as companies struggle to find employees with the right sets of skills, according to Myers.

"If you look throughout the United states, the technical level in manufacturing is not high. I don't see the problem getting any better," Myers said.

In this environment, Myers thinks it makes sense for companies to tap into someone like VandeHoef who has the knowledge and experience that may be lacking internally.

MORE IN THE PIPELINE

After his success at Baldor's Fort Smith, Arkansas plant, VandeHoef was invited back to work on several other projects. A key reason, in addition to his ability, was VandeHoef's professionalism. "He works exceptionally well with a lot of people," Myers said.

Recently, VandeHoef trained the company's operators in GibbsCAM, a software program for CNC machines. While Baldor's employees knew the basics, VandeHoef could show them new features.

"There's so much in these programs and it's easy to underutilize them," VandeHoef said.

Soon, he will be helping Baldor integrate a new machine purchase. Like the development of new processes, time-strapped manufacturers are increasingly turning to Opto for help with new machine setup.

"Too often new machines sit there for months because people don't have time to get them operational," "VandeHoef said. "If we can get in there, we can help companies

"EVERYTIME I GO INTO A NEW PLANT, I HOPE I'M GOING TO MEET SOMEONE WHO REALLY UNDERSTANDS MANUFACTURING. IT OFTEN DOESN'T HAPPEN. IT'S GOOD TO KNOW THAT THERE ARE STILL SOME PEOPLE IN THE WORLD LIKE BEN WHO ARE TECHNICALLY VERY, VERY SOUND."

Dave Myers
Senior Manufacturing Engineer, Baldor

get machines generating profits quickly."

HEARTENED

Myers was heartened to meet VandeHoef.

"Every time I go into a new plant, I hope I'm going to meet someone who really understands manufacturing. It often doesn't happen. It's good to know that there are still some people in the world like Ben who are technically very, very sound."

A LOOK AT BALDOR

Baldor Electric Company is one of the world's largest manufacturers of industrial electric motors, drives and mechanical power transmission products. The company, based in Fort Smith, Arkansas, sells its products in more than 70 countries around the world.

BALDOR®

THE PHILLIPS EDGE

Phillips expertise extends far beyond the inner workings of a CNC. Every day, our experts at **OPTO for Haas** — an innovative Phillips service — partner with factories to improve production processes in machine shops. We help companies:

Look at the Big Picture: Over the years, we have learned that production delays, quality issues, and rising costs are about more than the machine. They can range from set-up and tooling to software and quality control. That's why we troubleshoot the entire production process — not just the specific machine.

Access Best Practices: Our experts have been in hundreds of different manufacturing environments — giving them unparalleled access to best practice. They know what works and what doesn't, and can often show you a better way.

Translate Strategy to Reality: We don't just give advice. We help you make changes. Whether you need hands-on training for a specific machine, a complete redesign of your production process, or assistance with software, our experts are ready to support you.

FOR MORE INFORMATION ON OPTO FOR HAAS, PLEASE CALL (410) 564 2938 OR EMAIL US AT optoforhaas@phillipscorp.com.

Phillips®

www.phillipscorp.com (410) 564 2938