

VALUE ANALYSIS

\$5,000 a Meeting

Barrie expected big things last May when they let loose their first Value Analysis team on the study of one concentrated project.

They were not disappointed. The other week, the team turned in a report that could well mean a savings of \$60,000 a year on the manufacture of the T31 toaster, without affecting its performance, quality or product appeal in any way.

Altogether, the Value Analysis team came up with a dozen or more items that they regarded as unnecessary cost on the manufacture of the toaster (most of them dealing with the type,

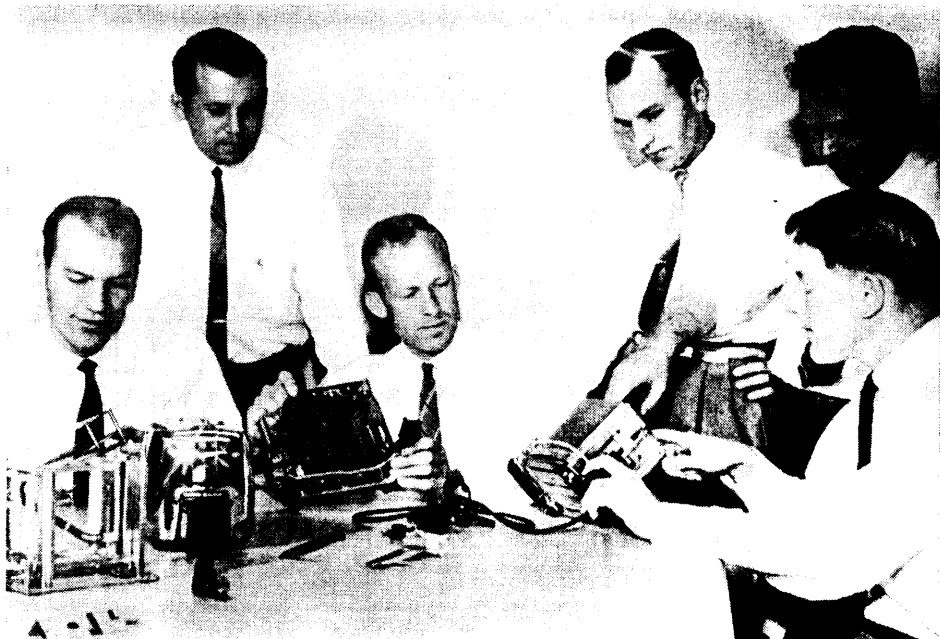
thickness and amount of materials). All of these items could be incorporated by Engineering right away without any major retooling cost.

In addition, they put the finger on a number of other points for further study and possible inclusion in this and other toaster models.

The Value Analysis team was kept as small as possible and represented five key areas in the Barrie Plant (plus constant follow-up by team leader Alf Houghton, Barrie's full time value analyst). It was a fine example of what can be done by the team approach to Value Analysis.

They achieved the \$60,000 in just twelve group meetings. At press time, with this much experience already behind them, another product at Barrie Works had already become their centre of attention.

The Barrie team: they led the march on unnecessary manufacturing costs.



For refrigerator orders, Montreal's top management team looks far beyond our shores.

EXPORT

The Quality Will Decide

Montreal Plant are looking beyond our own shores for badly-needed refrigerator orders. First of the month they were reporting a sizeable refrigerator order from Continental Europe. It marks a major breakthrough in Montreal's export business.

The units are specially-designed ten cubic foot, 50 cycle machines. Production on them started November 10. These machines are designed to answer Europe's growing demand for a large capacity, simple and functional refrigerator. (Most European refrigerators run a petite 4-5 cubic feet.)

Steadily improving economic conditions in Europe are the main reason

behind the opening up of this market. More and more Europeans are entering the upper-income level, and are looking towards larger refrigerators and other modern appliances with all their added features and conveniences.

First shipment of the new refrigerator is now on its way to Portugal.

Naturally, European manufacturers (and other Canadian makers as well) are also aware of this expanding new market, and are sure to take action before long.

"This is why we must secure a foothold in 1961", says Marketing Manager Roy Phillips. "Our first production run is all-important. These units will establish our reputation for making good refrigerators, and any business to follow will depend on that first impression. High quality of design and workmanship will be our main asset and will help bring future orders."