

WHAT MAKES JOBS? . . .

"Value Analysis" — Better Products — Better Jobs

The Tools Of This Activity Are New Materials, New Processes, New Ideas; And They Spell Progress For Us All

"Better job security for General Electric people — coming from increased sales of GE products, from better product values for GE customers" . . . That's the aim of GE's Value Analysis Program. And it all spells progress, not only for all of us but also for GE suppliers and their employees.

Value Analysis people in almost every department of the Company are achieving this objective by constantly seeking-out materials and methods which will lower the cost of a product without impairing its quality or performance. Every achievement in this direction helps keep GE ahead of its competitors and helps make GE jobs and the jobs of our suppliers better and more secure.

Many Fields Of Work

The Value Analyst's job begins with the very design of a product and ends with the shipping of it. Consequently the Value Analyst must know many different fields of work.

In a typical day, he may talk with scientists and engineers to learn what new, low-cost material can be substituted in a product without sacrificing any of its quality. He may meet with specialty vendors to help them develop ways of reducing production costs of the material or part they supply. The Value Analyst may work with manufacturing personnel to in-

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Services — was instituted as an organized way of providing basic methods for increasing the value of GE products on a Company-wide scale.

Value Analysis Services is composed of a small staff of specialists, who teach basic principles, methods, and techniques to the Value Analysts of the Company's product departments.

Local Examples

Does Value Analysis work help GE people? Let the following examples from the High Voltage Switchgear Department answer that question:

Using the same material, a 4-arc interrupter adapter was changed from a sand cast aluminum to a permanent mold aluminum. Result: A saving of \$2.41 per unit.

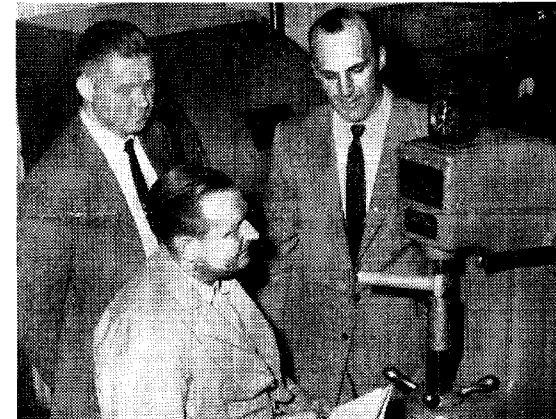
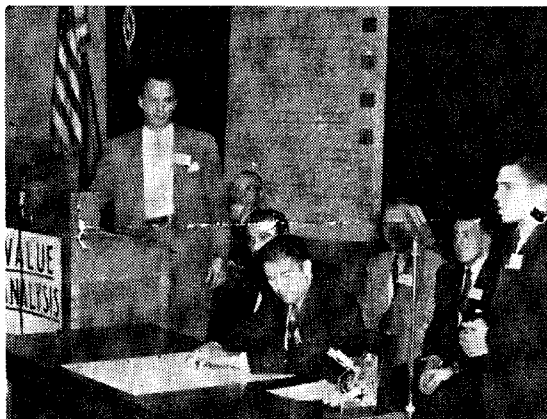
A design change on breaker operators has permitted the use of open-supported green stick resistors instead of the cage type. This cost reduction has been evaluated at a \$16,400 annual savings for High Voltage.

vendor, the material was changed and bought from another source, with complete fabricating done in High Voltage. Tests have shown the new cover far superior to the older one — besides a saving of \$3 each.

Accomplishments like these help GE products meet competition . . . help customers get more value for their dollars . . . help our suppliers furnish better parts for us . . . and, in the long run, make our jobs more secure through more orders.



J. SCHILLER (center), sales representative for GE's Industrial Heating Department, discusses cost of calrod heating unit with High Voltage Switchgear Department Buyer R. Wolfe (right), and HV Value Analyst R. L. Jeckel. Industrial Heating Department was able to supply heater to High Voltage at an annual saving of more than \$10,000.



can be substituted in a product without sacrificing any of its quality. He may meet with specialty vendors to help them develop ways of reducing production costs of the material or part they supply. The Value Analyst may work with manufacturing personnel to investigate new processes, and to make sure the project being worked on is a feasible one, from a manufacturing standpoint.

In analyzing a product, the Value Analyst asks himself such questions as these:

- (1) Does the use of this part or material contribute to the value of the product?
- (2) Is the part's cost proportionate with its usefulness?
- (3) Does the product need all its features?
- (4) Will another part do the job for less?
- (5) How can we produce the part for less?

Value Analysis has been around for many years under various names, but it was only ten years ago that Value Analysis Services — a part of GE's Manufacturing

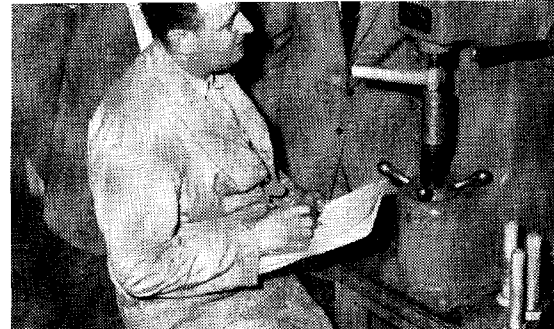
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A material change from 113 compound to 1840 compound allowed High Voltage to eliminate a purchased support rod for the HR recloser and manufacture it completely in the department. In addition, there was a good saving.

To show how performance is not only equalled but is sometimes improved, there is the case of a resistor cover. Formerly purchased from one



VALUE ANALYSIS TECHNIQUES, pioneered by the General Electric Company, have been taught in two seminars here at the Switchgear Departments. Many Switchgear Departments employees have received such training, either in Schenectady or Philadelphia seminars, and are putting this knowledge to work throughout the Elmwood Avenue Plant.



EQUAL PERFORMANCE at lower cost is laboratory-proved on large bolt used on oil circuit breakers, as HV Engineer K. L. Gribb (left) and R. L. Jeckel (right) watch E. Skedzielewski, Laboratories Department technician, make tests. Bolt was formerly purchased from one vendor until a second vendor offered the same bolt for 47 percent less. Result: an annual saving of more than \$13,000.

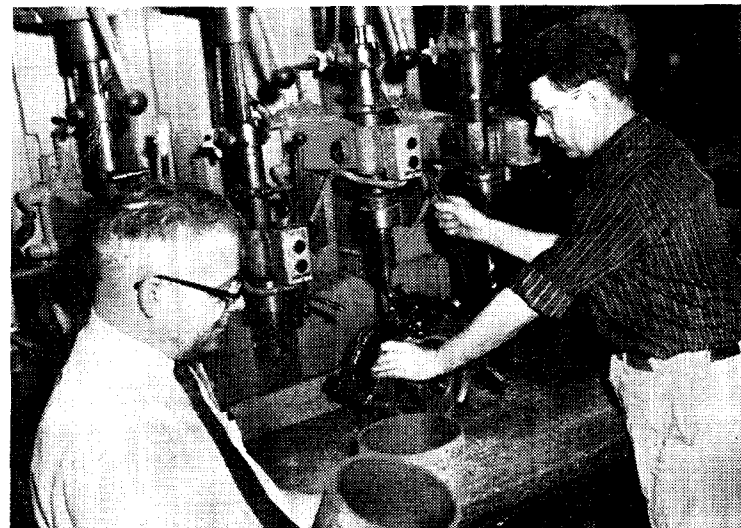
Pitch VA Toward Sales!

To implement OPERATION UP-TURN, Value Analysis Service will conduct a special two-week seminar in Schenectady, beginning June 9th, for Marketing and Sales personnel throughout the Company. It will mark the first time that the highly successful technique for improving product value as been taught to those who can put it to use as a means of increasing sales.

Officials explained, "with a sound working knowledge of Value Analysis the GE salesman will have a new sales tool in his relationship with the customer."



FOREMAN J. W. WEYER (right), of HV Manufacturing, checks new spacer for outdoor switches with Press Operator G. Crowers. The old spacer, held by the operator, was made from special tubing. The new one, being examined by Mr. Weyer, was developed by E. R. Schaeffer, HV Manufacturing consultant, and is made from standard pipe necked-down to proper size. The resulting material savings amounted to \$13,200.



A RECENT CHANGE of material enabled High Voltage to secure material — originally a purchased part — from an allied works, with the HV Carpenter Shop doing the machining. Besides a savings of \$3.27 per unit, additional work was brought to the Plant. Above photo shows Drill Press Operator D. Doherty (right) discussing work with Carpenter Shop Foreman E. Detwiler.