

# Recapturing Coveted Technology Leadership Position

## Strategy: Aggressively launch new product while boosting quality and communications

The Company was facing declining **revenues**, significant losses, and a **cash flow** crunch. They were rapidly losing face in the marketplace as a **technology** leader. Leadership had great ideas but lacked **marketing** and follow-through skills. Jacquard helped them launch a revolutionary new product that proved to be a turning point for the company, while simultaneously boosting sales, increasing customer delight, and controlling production quality.

| Success Thread™             | Profit Projects®  | Highlights & Client Comments   |
|-----------------------------|---|--|
| <b>Customer Focus</b>       | <ul style="list-style-type: none"> <li>• Touch Plan #1</li> <li>• New Product Launch</li> </ul> | Set up processes to identify top customers and implemented strategies to stay in front of those customers in a positive way.<br><br><i>"One big benefit of this Project is that we (sales and operations) are regularly talking to each other and resolving issues."</i> |
| <b>Financial Discipline</b> | <ul style="list-style-type: none"> <li>• Cash Flow Management and Modeling #1</li> </ul>        | Provided tools to manage cash and predict cash flow<br><br><ul style="list-style-type: none"> <li>• Maintained positive relationships with bankers and suppliers through difficult cash flow crunch</li> </ul>   |
| <b>Operational Speed</b>    | <ul style="list-style-type: none"> <li>• Demonstrated Quality</li> </ul>                        | Set up quality controls to lower costs and increase customer retention<br><br><ul style="list-style-type: none"> <li>• Increased yield from 75% to 89% in sixteen weeks</li> </ul>   |
| <b>Leadership Practice</b>  | <ul style="list-style-type: none"> <li>• Weekly Staff Meeting</li> </ul>                        | Performance and results became top priorities in all meetings.<br><br><i>"Since we have started working together we have overcome huge obstacles."</i>   |



## At a Glance

### : The Client

Privately owned manufacturer of laminating equipment and film for the printing and laminating marketplaces throughout North America and Europe

### : The Goals

Successfully launch the new product to the marketplace, and boost the bottom line

### : Project Time Line

16 weeks

### : The Impact More Profit!

- Annualized profit improvement the first full year was \$968,000
- Won new \$1+M annual contract

### : The Impact Lower Costs!

- Reduced credits from a high of \$58K per month to a \$15K per month run rate

**The Bottom Line:** Regained the key technology leadership position, streamlined the operation, and won significant new business.

Jacquard Associates is a team of hands-on, roll-up-your-sleeves business professionals who help clients identify strengths, raise expectations and improve the way they do business. We help **motivate** people, **streamline** processes, **impose** financial discipline and **create** systems to yield better customer service, faster turnaround, improved sales and enhanced profits.

Our single goal is to provide clients with tools to improve business performance fast. Organizations typically are full of opportunity. Owners and executives have great ideas and increasingly urgent needs. We specialize in transforming those **Ideas to Action** through a set of simple, proven, proprietary tools for improvement. A client's customized program of Ideas to Action may include:

- **One-to-One Coaching**, to develop mission-critical personnel
- **Wonderments®**, highly revealing and effective mini-projects demonstrate the impact of executing fundamental improvement opportunities
- **Profit Projects®**, longer-term improvement initiatives tailored to the client's needs and implemented by Jacquard and the client's team

Jacquard Associates also helps companies and industry groups develop **performance improvement expertise** through seminars, workshops and focused roundtable discussions.

**Work with us is easy.** We connect the dots between entrepreneurs, managers, investors, and bankers. We also perform certain services that other turnaround firms may not provide, and we are able to seamlessly integrate with any existing professionals in situations that warrant it.

Last but not least, **we put our money where our mouth is:** our fee structure is tied directly to our performance.

To learn more, call us at 847.945.8700 or visit us at [www.jacquard.com](http://www.jacquard.com).

## Industries Served

### Manufacturers

Automation – very small to very large  
Automotive Aftermarket  
Bicycle Parts  
Cases “sample and department store”  
Cleaning Supplies  
Clothing  
Consumer Auto  
Electrical Assembly equipment  
Electrical Components  
Fabric Printing  
Food Consumer, Staples, Flavoring  
Forgings  
Grinding  
Home Builders  
Jukeboxes  
Kitchen Assemblies  
Medical Equipment  
(hospital and private practice)  
Medical Test Equipment  
Metal Forming  
Mops  
Packaging – dangerous material  
Packaging – temperature controlled  
Packaging Materials  
Plastic Extrusion (consumer parts, plastic wood, electrical parts)  
Point of Sale Displays  
Printed Circuit Boards  
Printing (commercial, display, label and fulfillment)  
Specialty Albums  
Test Automation  
Valve Regulators  
Vending Machines

### Distributors

Collectibles  
Electronic Assembly Equipment  
Ethical Drugs  
Exotic Metals  
Factory Automation  
Fulfillment (various)  
Ice Cream  
Janitorial Supplies  
Jewelry  
Manufacturing MRO Supplies  
Medical Supplies  
Screen Printing  
Specialty Foods  
Used Production Equipment  
Wholesale Foods  
Wines & Beverages

### Service

Audio Visual Systems  
Banking – mid market lending  
Communication Software  
Contractors (general, electrical, HVAC and plumbing)  
Engineering  
Environmental Testing  
Industrial Cleaning and Coating  
Investment Bankers  
Marketing  
Point of Sale Marketing  
Public Accounting  
Publishers  
Surveyors  
Telephone Systems

### Retail

Carpeting  
Clothing  
Jewelry  
Music and Games  
Restaurant Chain  
Toys