



“Listen, SET, Go” Sets the Customer’s Needs First

Listen, SET, Go identifies the new Quick Response Manufacturing (QRM) process adopted by Spee-Dee. It helps our customers receive both stock and custom orders in record time. Adam Mulder, Project Manager for Spee-Dee Packaging Machinery, says, “By focusing each cell team on a specific range of machines we create a steady flow of work through each cell. This leads to improved communication and better resource management, which results in shorter lead times.” This new strategy improves product quality and reduces response time... even for custom products.

Listen – The customer-centric process begins with active listening to build rapport, understanding and trust. Spee-Dee sets up a two-way dialogue with our customers to identify their needs and challenges. This helps us tailor that new piece of equipment to their exact specifications and requirements.

SET – This represents the three distinct cellular manufacturing groups within Spee-Dee: Sustain, Enhance and Transform. Adam is the Project Manager for the S-cell. It focuses on standard products like the Revolution Series Auger and is designed for quick deliveries. The E-cell focuses on fillers with an increased scope of new parts and customization. The T-cell focuses on rotary fillers, fully custom machines, and new product lines.

Go – Three cells minimize the time required for products to flow through the system. Instead of having one large system filled with “log jams,” these smaller, flexible systems allow multiple flows to sustain momentum and workflow for a larger variety of products. This cuts lead time and lowers overhead costs.

Adam says, “Communication drives everything. Frequent communication with my team helps me keep our customers informed of the status of their machine, and helps us respond to customer changes much more quickly.” He says this new approach instills a stronger customer connection, which leads to a final product that more fully meets the needs of the end user.

Meet Your Spee-Dee[®] Support Team:

Adam Mulder, Project Manager/Sales Administrator

- **Years with Spee-Dee:** 5
- **4 Reasons why customers will love Listen, SET, Go:**
 - Attention** – A single, dedicated team of expert managers, engineers, fabricators and assemblers follow your filler from estimating through installation.
 - Accountability** – More people take pride of ownership in the final product; leading to a more personal customer connection.
 - Speed** – The new system slashes lead time on the shop floor and in the office, so customers get their equipment faster.
 - Quality** – Improved communication and workflow results in a piece of equipment that fully meets the customer’s needs.

Visit Spee-Dee[®] in
booth N-5436 at
PackExpo International
November 6–9.

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