

## Case Study

### Best Practice: Process Focused Adhesive Conversion



Objective:

- Convert adhesive applications at all mfg. locations to ASI's
- adhesive solutions for case, carton, & tray applications



### Conversion Process:

Step 1: Kick-Off Mtgs

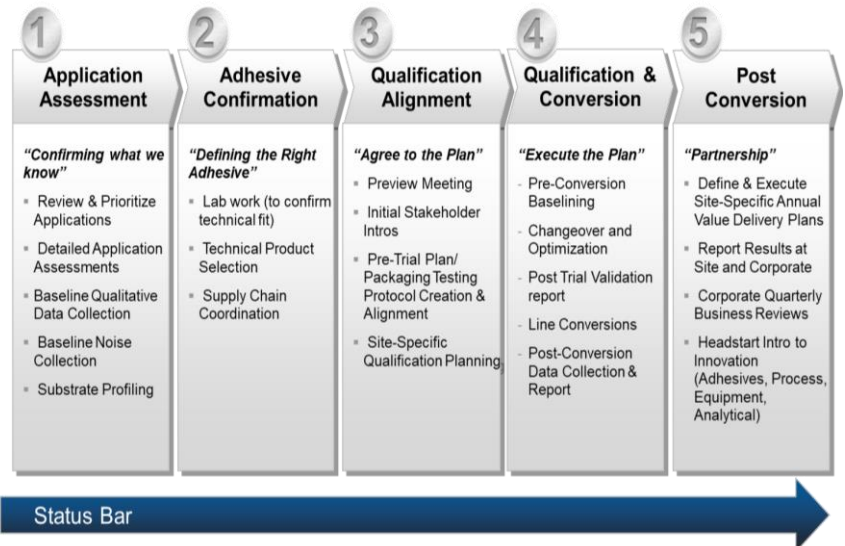
- ASI conversion team meets with key team members at each plant
- Resource matching: ASI conversion team matches customer key functional team members
- Plan: Develop key metrics, baselines, performance measurements, agreement on "how to measure" & document
- Set timetables for each step in the 5 Stage Conversion Process

Step 2: Execute the Process

- Process driven change management
- Conversion team visits plants for Application Assessment
- Project manager responsible for supporting progress, process alignment, & communication

Step 3: Report Out

- Confirm achievement of objectives, provide trial summaries, cost per unit data, overall efficiency, savings, sustainable impacts, and ongoing support plan.



### Summary of Success:

- Successful analysis & business decision to convert all plants to ASI adhesive solutions
- Organized change management executed across 7 US plants, East Coast to West Coast, & 2 Canadian
- Converted all plants following Conversion process above & in accordance with agreed plan.
- First time right trial and conversion - Successful quality testing, and alignment w/ plant metrics
- Performance, benchmarking, improvement targets, savings objectives established.
- Quarterly Business Reviews scheduled for continual value delivery assessment & process improvement

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