

## Case Study

### Best Practice: Process Focused Adhesive Conversion

Customer:



Objective:

- Convert adhesive applications to ASI's premium performance product platform, Pinnacle hot melt adhesives



### Conversion Process:

#### Step 1: Kick-Off Mtgs

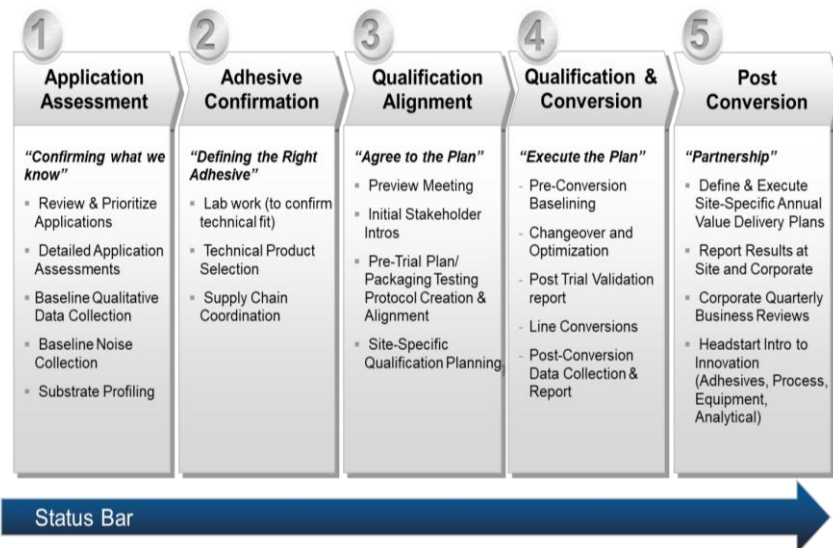
- ASI shaped team around P&G timing, objectives, and data delivery expectations
- Defining all departmental needs, required information, & policies (quality, EH&S, maintenance, etc.)
- Plan: Develop key metrics, baselines, performance measurements, agreement on "how to measure" & document
- Set timetables for each step in the 5 Stage Conversion Process

#### Step 2: Execute the Process

- Process driven change management
- ASI team engagement, aligned with P&G team: set ongoing preparation calls, information exchange, proper documentation, plant visit schedule, line requirements, substrate analysis, adhesive industry standards, Hot Melt 101 training for new employees.

#### Step 3: Report Out

- Confirm achievement of objectives, BRAND PROTECTION, confirm post conversion value delivery targets: ongoing training, line optimizations, cost per unit data, overall efficiency, savings, sustainable impacts



### Summary of Success:

- Successful conversion of New Plant consolidating multiple Business Units, management styles, resources, substrates, materials, and newly hired work force (training)
- Executing with broad reach, (>20 lines, across 4 BU's, from pilot lines to final production)
- Alignment w/ EH&S, Production, Quality, Maintenance, & Pkg. Engineering for performance confirmation
- Single adhesive solution for all BU's – standardization, performance, working capital, simplicity
- Successful quality testing, and alignment w/ plant metrics, performance, benchmarking, improvement targets, savings objectives established.

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