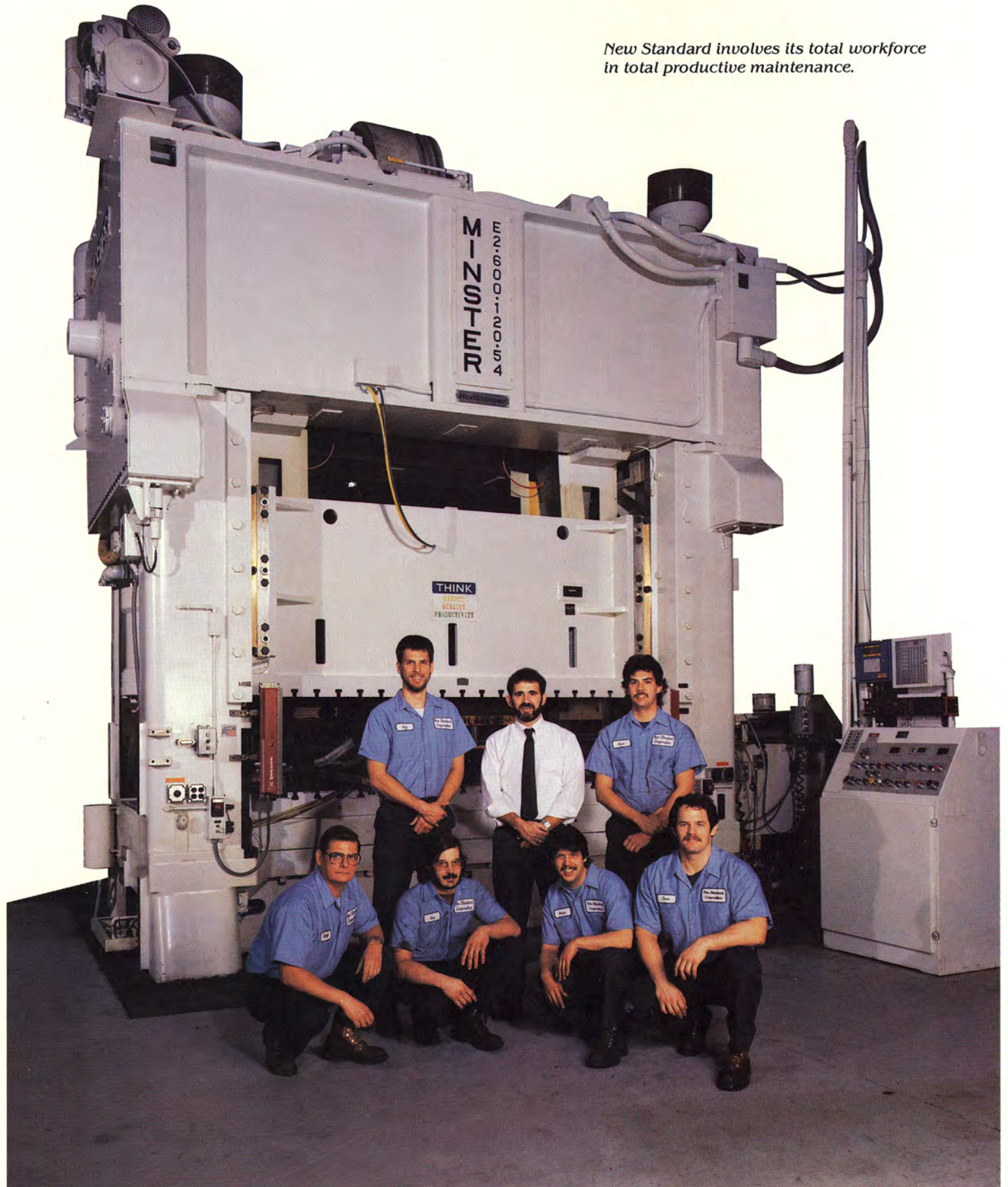


# "Total Productive Maintenance" Helps New Standard Corporation Sharpen its Competitive Edge.

*New Standard involves its total workforce  
in total productive maintenance.*



"A major driving force behind a manufacturer's productivity and competitiveness today, and for the long term, is the uptime availability of any piece of equipment," says Morton Zifferer, president of New Standard Corporation.

New Standard, a Mt. Joy, Pennsylvania-based stamping company and Minster customer, is one of an increasing number of American manufacturers that have committed themselves to the concept of Total Productive Maintenance (TPM).

An innovative approach to maintenance, TPM is designed to optimize equipment effectiveness, eliminate breakdowns, and promote autonomous operator maintenance. It accomplishes all this through day-to-day activities involving the total workforce.

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**Morton Zifferer**  
President  
New Standard Corporation

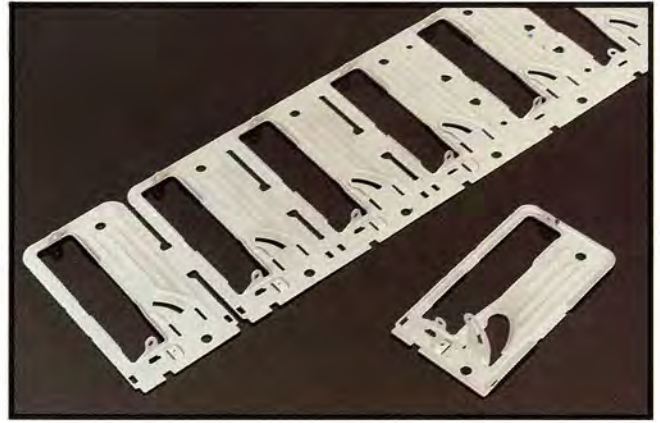
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TPM promotes group activities throughout the organization for greater equipment effectiveness and trains operators to share with maintenance personnel the responsibility for routine inspection, cleaning, maintenance, and minor repairs. Over time, this cooperative effort dramatically increases productivity and quality, optimizes equipment life cycle cost, and broadens the base of every employee's knowledge and skills.

"The rate of equipment effectiveness . . . which is actually the machine's operating rate or availability . . . is an important link to quality," Zifferer says. "We're working hard to improve in this area now but having good equipment to begin with . . . machines that have better internal quality . . . that helps a lot."

New Standard's current Minster equipment includes an E2-400 and an E2-600.

"I'll tell you what," Zifferer says. "We put those machines to the test and have found that our Minsters will 'take a licking and just keep on ticking'."



But having high-quality equipment on the floor doesn't reduce the need to have a solid TPM program in place, Zifferer says. Getting the most out of all equipment improves total quality, he adds, because "uptime is definitely a player in the quality game. When your machines are working well, then you have a better chance to keep your quality under control."

When buying press equipment, Zifferer says, "you have to go back to the old saying . . . 'it's not what you pay for something but what it costs you' that really matters. Minster presses are worth what you pay for them. When fully depreciated, they still have maintained their value. That's good security for the owner and a real compliment to the seller."

But beyond the machine itself and the overall focus on applying TPM, there is another factor to consider: service after the sale.

"It comes down to being able to count on getting a needed part overnight, for example," Zifferer says. "In this and a lot of other areas, I have nothing but high marks for Minster. I have never had a problem, and I think that is important. We don't want to be sitting on spare parts in case something goes down. Minster is helping us with that. Welcome to the world of competitiveness."

Total Productive Maintenance is sometimes mistaken for Total Competitive Maintenance, according to Zifferer.

"And that's all right, I guess. Because when you take the focus off quantity, in favor of quality . . . and instead of making too many parts, you're going to try to slow down and make it right the first time . . . then you **become** more competitive."