

## Techmer PM President Sees Velocity as the Key to Global Success

When Techmer PM President and CEO John Manuck takes the podium on June 25<sup>th</sup> as the keynote speaker at AMI's *Masterbatch 2008* conference in Barcelona, Spain, he hopes to make a valuable contribution to the thought processes of his international audience. That's only fitting--Mr. Manuck has long been telling his own managers and workers that mindsets must change.

In today's global competition speed is essential to success, insists Mr. Manuck. Understanding the overarching value of velocity must pervade the entire organization, from product development to customer service. With today's total-quality tools, companies can develop processes for doing things right the first time, every time. Those who adopt the total-quality approach soon discover the power behind Mr. Manuck's favorite equation: Velocity = Efficiency = Profitability.

Even companies that have no cross-border sales must learn to do everything faster--or risk getting blindsided by some speedster from halfway around the world. "There are no havens from global competition. It's a merciless world out there," declares Mr. Manuck. "So continuing to rely on yesterday's successful strategies just lights the fuse to a booming disaster."

Moreover, companies that cling to yesterday's go-it-alone game plan are jeopardizing their futures. Tomorrow belongs to enterprises that create value quickly and effectively through velocity-driven, quality-compulsive, global supply chains. "Face it, the 'king of the hill' strategy is dead," says Mr. Manuck. "Collaboration reigns today."

A truly collaborative value chain fosters a win/win environment for all of its players: suppliers, producers, and customers. It enriches each company with shared information and expertise that nourish innovation and continuous improvement. Customers and consumers benefit from a steady stream of newer, better, lower-cost products.

"Our partners and customers know Techmer PM is committed to collaboration, to quality, and to velocity," says Mr. Manuck. "But are we satisfied? No. There will always be opportunities for improvement."

Techmer PM is a major producer of value-added color and additive masterbatch for the plastics and fiber industries. The company has worldwide manufacturing capabilities focusing on high-performance applications where quality, technical support, and problem solving are critical.

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