



FLEXIBLE PRODUCTION

C N C T R A I N I N G M E T H O D

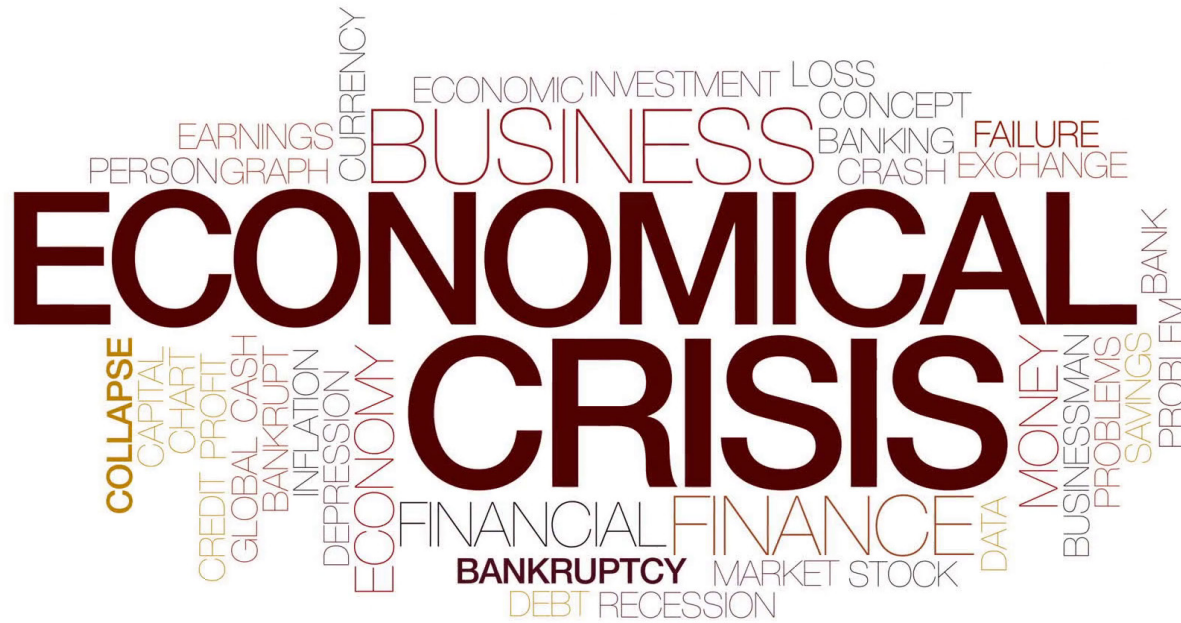
Welcome to
Our School!

GET BACK TO MAKING MONEY

As Competitively As You Used To!

By Maurizio Porta

THE CRISIS THAT STRENGTHENED ME



The last global crisis that began in 2008 created a lot of damage, but also several opportunities.

If I am being honest, today my company is economically stronger and better positioned on the market THANKS to the crisis that occurred in 2008.

If you are interested in understanding why then keep reading ...

The reason why the crisis has strengthened my company and made it stronger lies in having correctly interpreted the market demand and quickly proposing a METHOD that would help companies in crisis to reorganize and improve their business model.

This METHOD has given life to a new machine category:

**“THE FIRST FLEXIBLE MACHINE BUILT
IN SERIES”**

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So, if today we are the LEADING company of the category it is thanks to the opportunity that the crisis created and the speed of having found an answer to problems common in the marketplace.

These days, the news of a strong slowdown brings back memories of 10 years ago, but with more awareness that new opportunities will arise.

An opportunity (which addresses a real problem many are facing) is the training that we have put in the catalog at our new school FLEXIBLE PRODUCTION which will open very shortly!

Why a school?

“Everything flows, nothing remains” ...

It is one of the most famous phrases ever pronounced.

The sense is that everything changes: the world, nature, but not only those...



Also, the competition, the market in which you operate, the needs of your target customer, the production tools ...

You can not think of having invested in the past and therefore be okay.

The world around us changes and your business model as well; the tools you use will become obsolete only for the simple fact that everything around you changes!

If you have invested in some machinery and then think you're ok, do not complain if one day your customers stop coming and people do not show the slightest interest in what you offer or how you offer it and much less for what you sell!

Your business model is a continuous process and, if you do not want to stay miles and kilometers back, while everything around you moves at the speed of light, you have to keep yourself updated.

"You can not think of having invested in the past and therefore be okay."

With this clear thinking in mind, the FLEXIBLE PRODUCTION METHOD Training School is born.

This Business Unit has a training program based on: "LEARNING BY DOING" or better known as a practical way of learning.

What does that mean?

That all the courses that we will propose have a "secret" recipe in common, that is the fact of having mini-blocks of teaching that are based on a theoretical part and, to follow, a practical part!

Our school is in fact formed by a classroom for the theoretical part and then moves into the practical area where there is a real flexible machine dedicated to the school, where you will immediately apply what you just learned at the theoretical level.



This school was designed just like a gym, where to train in a “protected” environment first on the theoretical side and then on the practical side offers the possibility to make mistakes and not cause any real damage in production!

We offer two levels of training:

1) First level linked to the FLEXIBLE PRODUCTION METHOD: this path has the purpose of evaluating if the proposed model based on Produce only the sold, without producing for the warehouse and from this having more cash in your company coffers is a method that is applicable to your company. Here we do not talk about products, but about business models.

2) Second level is more dedicated to the training of the departmental staff who will have to manage the business model. During this journey you or the will study and learn to use the Flexible machine as if it were already in your department. We also have the opportunity to simulate everything in the real production

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environment by developing a “private” curriculum where we will use the flexible machine and produce your products from start to finish in order to emulate a complete, 360-degree experience just like a real situation.

All this in a protected environment without the pressure caused by the fear of making mistakes because we will not be in real production or in real delivery, so we can take the time necessary to assimilate and review the various case studies and be finely tuned war machines when everything is in your department.

If you also want to enter the world of FLEXIBLE PRODUCTION, then call us and ask for information about our FLEXIBLE PRODUCTION Training Methods!

Visit: www.flexibleproduction.com

HOW TO RESTORE YOUR COMPANY IN THE MARKET



Maybe you have not considered it, but a market evolves much like the animal species have over the course of the past million years.

Over time the markets adapt and become smarter like an organism, a great living being that breathes.

In our current times the flow of information travels a lot more quickly than in the past.

And, with the passage of time, this flow of information will continue to accelerate more and more.

This means that the markets will mature that much faster.

What do I mean when I say:

“Market Maturation?”

I’ll show you with an example:

What would happen if I told you that you could buy a machine that will move you across the country at more than 60 miles per hour?

*“And the information
spreads faster, the
more the market
evolves.”*

You could go from New York to Los Angeles in very few days.

Pretty incredible, right?

Of course not, the car was invented more than 100 years ago!

This announcement would have been incredible in 1850.

But an announcement like this today, with the same type of hook and benefits, would be mocked.

Why?

The product is exactly the same, but the Market today is at a different level of maturation, more complex, more refined. It is simply more sophisticated.

Generally, the level of complexity of a market increases with the passing of time because the market tends to evolve.

And the information spreads faster, the more the market evolves.

This situation tends to lead to Markets that reach high levels of complexity and



sophistication faster than ever. In the future, companies that really understand this evolutionary process will be able to capitalize on these evolutions. Those who will not be able to will be massacred.

Each market goes through 4 phases, let's describe them here:

Phase 1:

No competition
(you are first or at most second in the market).

WHAT DO YOU DO:

You simply have to push the benefit primary to your product.

Phase 2:

Competition arrives.

WHAT DO YOU DO:

Analyze promises, and benefits of your best competitors. Then improve upon them, expand them, bringing them to their absolute limit.

Phase 3:

Introduction of the Mechanism.

"If small and medium lots are a problem for you and your competitors, focus on this. Make it your "magic" ingredient, the secret behind your product that is not the product itself but the way you produce it!"

Customers no longer respond to simple promises full of tons of benefits.

WHAT DO YOU DO:

You have two options. Add tons of evidence that proves you are better than the competition as you claim.

Or, if no one has done it yet, use a particular form of proof: focused on the mechanism. Find a magic ingredient: "the secret" behind the effectiveness of the your product, which explains why it works so well.

EXAMPLE: if small and medium lots are a problem for you and your competitors, focus on this. Make it your "magic" ingredient, the secret behind your product that is not the product itself but the way you produce it!

Phase 4:

Development of the Mechanism.

At this stage every product on the market has its own unique and varied mechanisms and types of evidence in its favor.

WHAT TO DO:

Change is a Process not an Event!

Simple. Analyze the supported products from the unique mechanisms that bring greater sales and results. For example, producing small / medium batches effectively, then expand it and bring it to its absolute limit.

Attack the competition with a comparison or a comparative comparison.

Stand out as the best of the best.

Make the advantages for your products colossal and obvious to potential customers. Make the mechanism your anthem. In our example, it could even support the fact that you work small / medium lots (and do not try to avoid them like everyone else does).

Obviously, as described above, you can do it if you first change your business model, because throwing yourself to do the above while keeping your old model is very risky, indeed it is a guaranteed failure!

Why do I say this?

If you produce large quantities of pieces for the warehouse, immobilizing mountains of money, then hoping to sell them because your company is organized

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as it once was (not in a flexible or lean way) and try to introduce flexibility to the commercial side of business but keeping everything unaltered within the production side of the company company, here is a guarantee that the small / medium lots will drown the company and you will crash and burn.

If, on the other hand, you want to change your business model to be more successful and productive, then consider that this is the reason the FLEXIBLE PRODUCTION school was born, a business academy where you can learn in a hands-on classroom dedicated to the school.

Where there will be a flexible machine to simulate live what was learned in the theoretical lessons.

To start entering the world of FLEXIBLE PRODUCTION.

Testimony of a client who applied the method Flexible Production



TOGNELLA

HERE WHAT THE MULTICENTER SOLVED!

I asked questions to one of my customers who uses the MULTICENTER.

Incidentally, let's give real names and surnames, because there are too many endorsements that praise certain products that are entirely made up. The funny thing is that it is never possible to verify them, and this aspect, which is the result of science-fiction marketing, upsets me a great deal!

Why? Well... Because there is no signature at the bottom of these endorsements; no one knows who this super satisfied customer is and, because of privacy laws, you are not allowed to know... This is a typical gimmick!

SO, WHAT DID I DO?

I simply asked my questions and then asked for permission to publish the answer as an endorsement (in compliance with privacy laws) with all the necessary references so that anyone, even you, can contact the person/company in question and verify the truth of what is being reported!

Here the answer:

"It was impossible for us to machine the six "sides" of my piece, also with a few angle holes, at the same time.

Now, I can machine the six "faces" and use standard tools.

Thanks to Method Flexible Production I solved problems with the machining of some families of pieces with execution times that finally allow me to speak of "Productivity".

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