

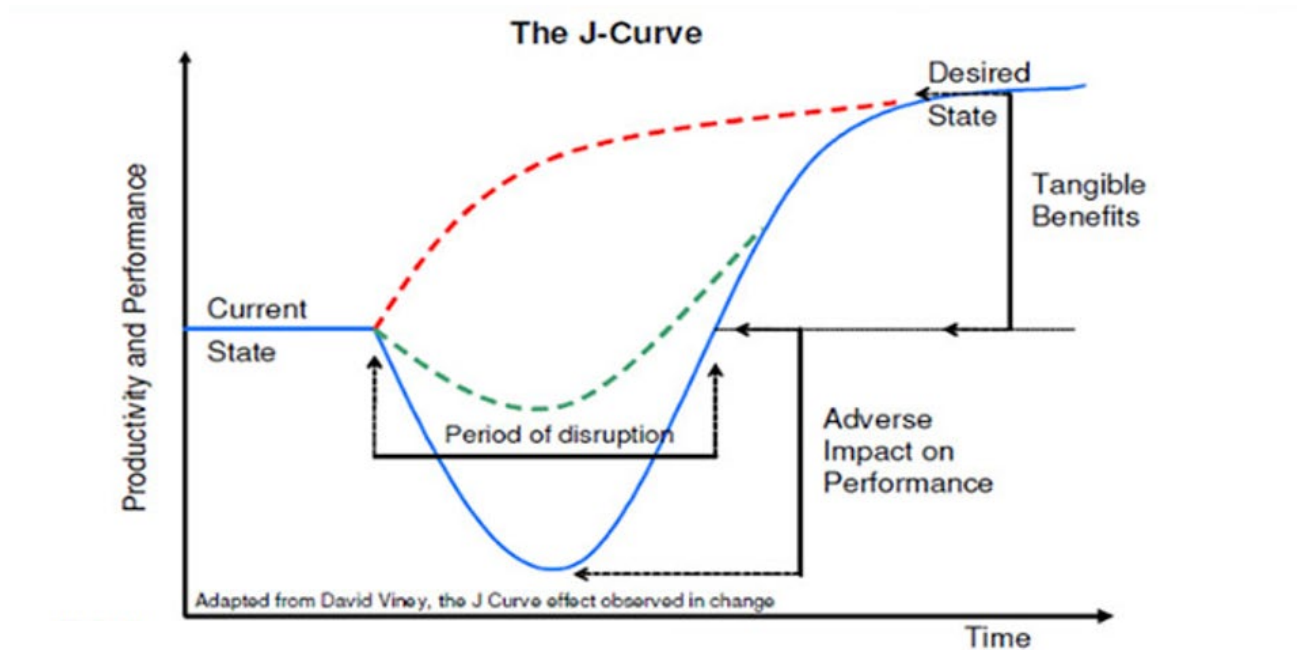
A man with long, wavy brown hair and a full beard is smiling at the camera. He is wearing a dark grey or black suit jacket over a matching shirt and tie. He is sitting in a chair, holding a silver tablet with both hands. The background is a softly lit interior with a lamp visible on the right.

GET BACK TO MAKING MONEY

As Competitively As You Used To!

By Maurizio Porta

THE *J-CURVE* CONCEPT AND ITS APPLICATION IN YOUR PRODUCTION COMPANY



Do you know the extraordinary *J-Curve* concept?

After reading these pages, you will surely be able to say "Yes"!

The *J-Curve* concept, represented very clearly in this graph, comes from the world of "investments" in the financial sector.

A J-curve is a trend line that shows an initial loss immediately followed by a very important gain. Graphically, the progress of this activity should follow the form of a capital "J".

The *J-Curve* effect is often mentioned in economics to describe how profit is a goal that can only be achieved and realized in the long term. "Making easy money", in a short time, is not the right way forward.

"The J-Curve effect describes how profit is a goal that can only be achieved in the long term."

The same effect occurs with the introduction of an innovation, an innovative system, a new technology. In this case, at first there is a theoretical (performance) loss, then moving on to a period of adaptation and, in the end, taking off towards excellent results (also and above all in terms of profit) never seen before.

It is clear how this concept can be adapted to many other contexts and obviously also to your sector.

Of course, that of Machine Tools.

The temporary decline. Basically, according to this model, whenever we want to make or face significant changes

in an area of our life, whatever it is, to move from point A to the point of improvement B, there is always an initial phase of decline.

It is very normal, I would even say natural!

However, everyone thinks that the improvement process is linear and oriented only upwards, as the **red line** shows.

In real life, this idea is PURE SCIENCE FICTION.

And those who have faced changes in their lives know it well.

The actual trend, however, is represented by the **blue line**, so at the beginning, moving from the "initial state" or "comfort zone", there is a phase of temporary downfall.

It is not permanent, it is only temporary.

*"Moving from the
"comfort zone" there is
a phase of temporary
decline, followed by a
period of adaptation and
then by an exponential
improvement."*

Our system needs to adjust and adapt to new patterns, new languages, new habits.

For this reason, at first, there is a down phase, not because the new model is worse than the previous one, but just because we need a period of adaptation.

Then everything goes back to normal, and then the exponential improvement phase starts.

Fear. However, many people are afraid of facing this starting phase, so as soon as they are exposed to the worsening phase and feel PAIN, they sadly go back.

I say "sadly" because I believe that a good culture on these issues could actually



make a big difference for most companies.

It is useful, for example, to know and keep in mind that no technology is definitive, but it can always be quickly overcome by more recent versions and technologies and those who can't keep up with innovation, in any sector, are doomed to die.

IS THERE A WAY TO MAKE THIS FIRST STAGE OF DIFFICULTIES "SOFTER"?

Yes, of course and this way is represented by the **green line**.

The right solution. In fact, if a person acts in a strategic and not impulsive way,

following a METHOD, he can guarantee a much lighter and more manageable initial reduction.

This means feeling LESS PAIN and getting far above average advantages in less time.

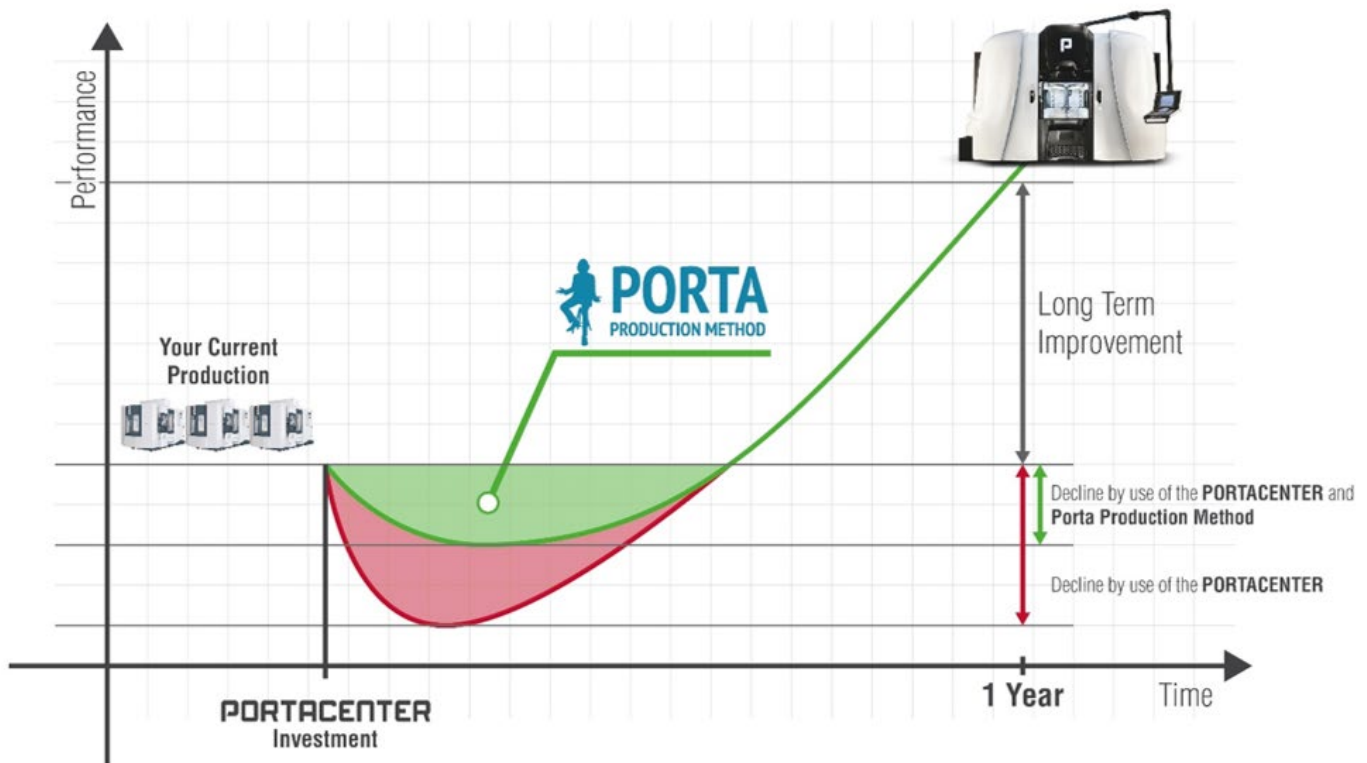
If I want to improve and I am in situation A, but I have to go to situation B, I cannot act impulsively.

I need a strategy. I need a METHOD.

HOW TO ADAPT THE J-CURVE CONCEPT TO YOUR SECTOR AND THE SECRET WEAPON TO DEAL WITH CHANGE

In the world of machine tools and production companies, it is absolutely possible to deal with change and improvement, easing the initial phase of pain.





It is therefore possible to stay on the **green line**.

But this can only be done by having a METHOD combined with the right technology.

METHOD + PROPER MACHINE TOOL

I am talking about **PORTA PRODUCTION METHOD**, the Method that I personally conceived, based on over 25 years of experience in the machine tool industry.

I know this sector inside and out. I have seen customers who have been able and willing to experience what works and what does not work in a production department, I have helped many companies face the change and today they are achieving positive, if not striking, results in this sector.

THIS IS THE REASON WHY I CAN GIVE YOU MY WORD AND WARRANTY, BECAUSE I AM 100% SURE.

"Porta Production Method guarantees a studied and tested model that will lead you to excellent results."

The **green line**, for you who use CNC machining centers, is represented by PORTA PRODUCTION METHOD, which guarantees a studied and tested model that, step by step, will lead you to excellent results.

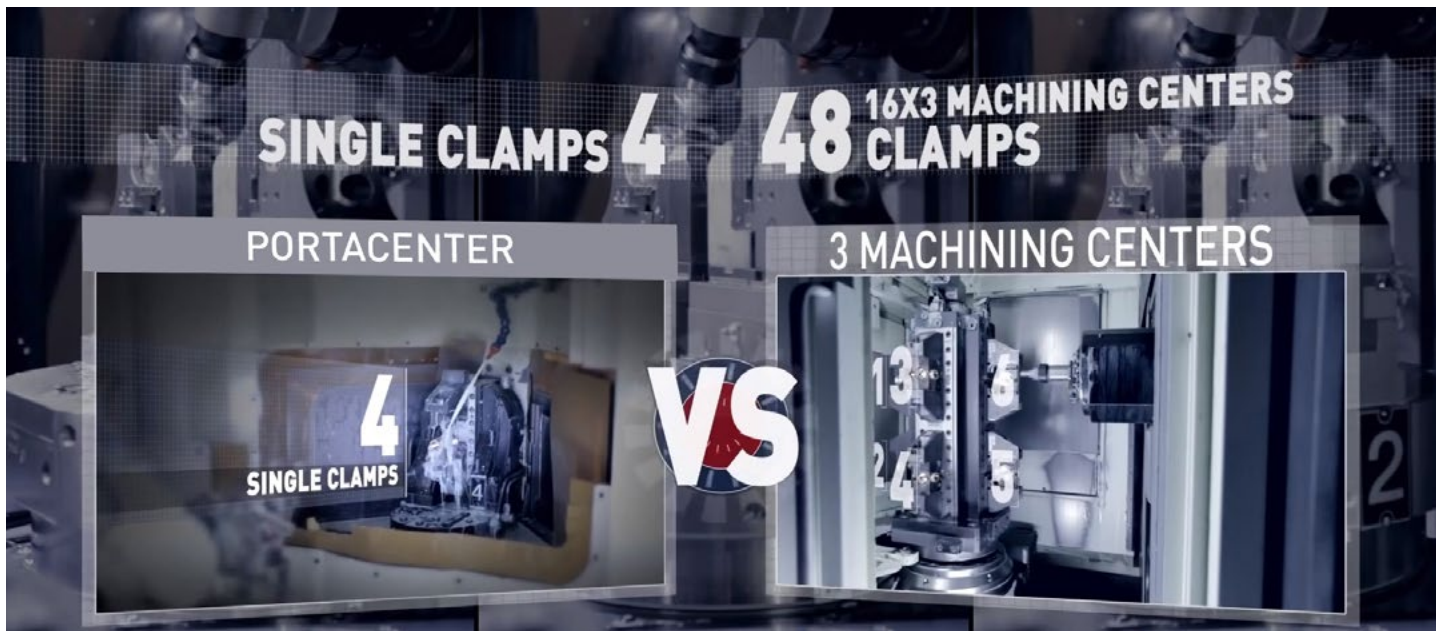
As we will see a little further on, in fact, this Method is one of the two tools (together with the proper machine tool) that allows you to contain the initial phase of decline and speed up the period of adaptation to the new technology introduced.

So starting from the classic machining center, if you really want to make a difference, you **NEED A NEW TECHNOLOGY** for your production department.

This new technology is represented by the **PORTACENTER**.

Change. However, lots of people are frightened by the change and do not know how to behave.

Here my METHOD comes into play, to help you face the technological improvement you need.



PORTA PRODUCTION METHOD is the theory of a winning Method (the Flexible Production Method), shaped by the experience and practice acquired over the years in the production department.

Therefore it is a Method that includes ONLY what actually worked and works, having already deleted all those procedures that are good on paper, but that bring little or unsatisfactory results in the real world (in production departments).

So, those who start from PORTA PRODUCTION METHOD have the great opportunity to save time (years) and avoid mistakes, having direct access to information that has already been successfully verified and applied.

In the graph on page 5, you can clearly see what you will get by investing in the right technology and applying the right method.

If you don't believe me all the way or if you can't see straight, I will briefly illustrate a real case of IMPROVEMENT, with numbers and data in hand.

Case History. Do you know you can go from 48 to 4 clamps, increasing the productivity of your production department by 3.5 times?

"Replace 3 Machining Centers with 1 PORTACENTER Machine to go from 48 to 4 clamps and increase productivity by 3.5 times."

To achieve this goal, however, there are two fixed and essential points, necessary to take the first step towards improvement:

1. the courage and conviction that you really want to change your production model;
2. the awareness that, in order to reach specific objectives, you have to apply the correct strategy and the right method to your exceptional product.

Here is the concrete example of a customer who, faced with the problem of managing small and medium production batches (productions ranging from 500 to 5,000 pieces), made the bold decision to replace 3 machining centers in battery with a 3-spindle PORTACENTER Machine Tool.

Moving this case history on the *J-Curve* graph, you get a picture of the situation, BEFORE and AFTER dealing with change.

Before, with the 3 machining centers in battery, the state of things was the following:

- 8 pieces per pallet
- multi-positioning system with 2 pallets for a single machining center
- $8 \times 2 = 16$ pieces per machine
- $16 \times 3 = 48$ clamps for 3 machining centers

Then, moving OUT of the “comfort zone” (because only outside you can find improvement, not staying in it!), that means by investing in a 3-spindle PORTACENTER Machine and applying PORTA PRODUCTION METHOD, the customer has only gone through 4 clamps, thanks to the fast production changeover created for the machine.

This, with the same productivity, is already a significant difference, which exponentially reduces the costs of the equipment and increases the speed of production changeover.

But no less important is the fact that ONE 3-spindle PORTACENTER Machine on average is 3.5 times more productive than ONE single machining center.

So the other great result obtained by the customer was an increase in productivity, with the resulting decrease in fixed costs of production.

So here is how this company positioned itself on the **green line** of the *J-Curve* graph, launching itself towards its upward trajectory.

Obviously, the effort must be mutual, because if first of all you don't want to IMPROVE, and therefore to CHANGE, this leap in quality is really difficult to happen.

For this reason, I decided to create a Team of Technical Tutors, namely people with years of experience, who personally used machine tools.

A team that will guide you and help you analyze your current situation and who, together with you, will study how to get the so desired improvement.

Do you want to find out what it is and what to do in detail?



Contact us NOW and ask for a
FREE consultation with one of our **TECHNICAL TUTORS**.

Visit www.flexibleproductionassistance.com
to get more information.

Or contact us at these references

Phone: +39 030-800673

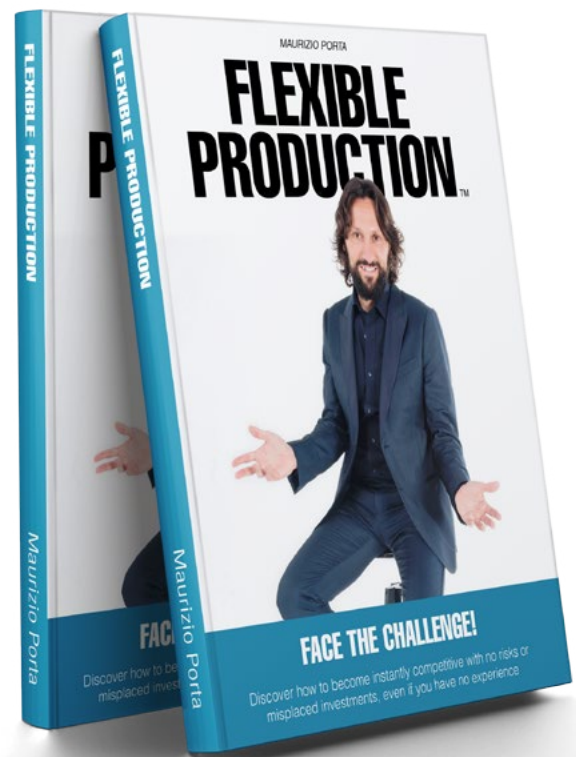
Email: porta@flexible-production.com

If you want to go deeper on the
topics of Flexible Production and
Competitive Production

VISIT

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My book dedicated to users of Machine
Tools who want to make the leap in quality
is waiting for you!!!



To your results,

Maurizio Porta

Master Trainer PORTA PRODUCTION METHOD