



RobertsonReview

Robertson Foundries Enhances its Dust & Ventilation System for Air Quality

We are improving the dust collection and ventilation system in our foundry. When completed, the new system will enhance air quality while reducing energy consumption. The improvements



will result in Robertson becoming more competitive in the marketplace while continuing to assure the safety of workers and protection for the environment.

The new dust collection system will include a floor-mounted dust collector and an upgrade of the fume and odor ducting system that vents the core making process. The project will improve the operation of the automatic pneumatic dampers in the furnace area ducts

so they will open and close quickly and dependably. Our ventilation system will also be enhanced. The new design will include a method for improving summer air quality.

An energy efficient fresh air unit will be installed. It will be sized with spare capacity so that more fresh air can be ducted to the deck area in the future, if necessary.

We will reduce energy consumption by incorporating waste heat destratification techniques for the supplemental heating of AMU.

Machining Fixtures = Successful Production

As a single-source supplier, Joseph Robertson Foundries invites you to achieve better control of part quality while simplifying communication and production schedules. Trusting us for all phases of the work also ensures on-time delivery. Besides our foundry operations, we offer complete CNC machining, heat treating, anodizing, plating and other finishing processes.

Within our single-source approach, machining plays a vital role in preparing your parts. We have been machining castings for more than 50 years and have experience with tight tolerance products to ± 0.0005 in. We also provide CMM verification and reports.



Preparing the Holding Fixture

Before we build a holding fixture for machining your part, we

examine all the machined features to determine any linked final requirements. The holding fixture is custom made to each casting so it can hold the part securely while the machine tool completes the operation required. If the part needs multiple planes of machining, we build a fixture customized for each surface. This allows us to control dimensional relationships between the planes.

Machining, Fixturing and Part Production

With your parts secured by the holding fixtures, we fasten the fixtures onto the production machine. We setup the machine tool with two pallets. While the parts on the first pallet are machined, we mount fixtures on the second pallet off the machine for maximum efficiency. The machined part is ready for the next phase of the production process.

Customer Loyalty is Good for Your Business

Retailers increase sales results and profitability by encouraging shoppers to return with perks like member rewards, coupons and gift cards. Often these retailer marketing tools are not appropriate or simply don't translate well to the manufacturing world. However, building lasting customer loyalty is extremely important to sales because a returning customer incurs a far lower cost of sales than landing a new customer.

Joseph Robertson Foundries has explored ways to improve customer loyalty in the manufacturing world. We offer the following ideas to help you think about ways to earn the loyalty of your customers.

Six Ways to Enhance Customer Service in a Manufacturing Environment:

1. Use email to stay in touch with customers. Include an article such as a case study or tips customers can use to improve their business. The idea is to establish yourself as a thought leader. Also include links to interesting business related articles by other experts who do not compete with you. This establishes you as a reliable information resource.

Give the reader a reason to contact you such as an offer for a free white paper or by asking a lead-generating question such as: Have you considered how much you would save by converting from a forging to a cast component?



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2. Treat your team well so they treat your customers well. Customers prefer to make repeat purchases with people they know and trust. And when workers feel they are working for a good company, they convey their positive feelings to the customers they come into contact with. You may have experienced this when one of your employees has had a negative experience with a supplier's staff.

3. Show that you care by remembering what your customers like and don't like about working with you. Each customer has its own unique requirements and preferences. By making note of these and following through without being asked, you endear yourself to your customer. These can range from special protective packing requirements to remembering to call first before making a delivery. It's often the little things you do that make you a preferred supplier. These details add up to a lasting relationship, especially in the age of single source supply.

4. Move beyond voice mail messages and emails with personal visits when appropriate. Make an effort to have face time with your customers and prospects. A customer plant visit provides an opportunity to identify customer problems and challenges that you can sell into. Ask the obvious feedback questions about how you are doing as a preferred source, but go beyond these by asking the customer about future plans and programs so you can learn how you might be permitted to bid on new work coming down the line.

5. Be an information resource for your customers. Looking beyond email, respond to customer questions and requests over the phone. Consider opportunities to educate and inform your customer about topics related to the work you provide.

6. Use follow up calls and meetings as an opportunity to develop new business and generate leads. Sales people know to do this, but often miss the opportunity by focusing on relationship building rather than probing for customer needs. Teach your professional staff such as engineers, customer service personnel and buyers to ask questions and be curious when dealing with customers or prospects. When a non-sales person asks for the order, your chances of making the sale are greater because the non-sales person is regarded as a problem solver.

It's About Quality & Productivity

ISO 9001:2008 Certified Quality Management System

ISO certification is an important tool that ensures our operations are as efficient as possible with excellent

productivity. Robertson Foundries is better positioned to serve North America as well as the global market because of this prestigious certification.

As a customer, you benefit from our ISO certification:

- **Increased productivity:** We offers an efficient production team so you enjoy a quality component delivered at an attractive price point, giving you a competitive advantage.
- **Enhanced customer satisfaction:** Robertson Foundries' quality system assures your satisfaction with the metal castings that are produced and delivered to you.
- **Minimal environmental impact:** With our ISO certification process, we are able to significantly reduce negative impacts on the environment.
- **Cost-effective:** We offer an improved cost structure because of the way we have enhanced our operations through the ISO certification process.



Our Industry Affiliations

Our professional association memberships help us develop our skills and improve our production capabilities with the latest techniques and improvements in the metal casting industry.

We are members of the following industry organizations:

American Foundry Society (AFS)

<<http://www.afsinc.org>>

Canadian Foundry Association (CFA/AFC)

<<http://www.foundryassociation.ca>>

IEEE

<<http://www.ieee.org>>

