

## WISCONSIN CENTER FOR MANUFACTURING AND PRODUCTIVITY (WCMP)

The Wisconsin Center for Manufacturing and Productivity (WCMP) collaborates with the UW Stout Manufacturing Outreach Center (MOC) and the Wisconsin Manufacturing Extension Partnership (WMEP) to help Wisconsin manufacturers grow their businesses and become more profitable. WCMP enhances the success of Wisconsin's small to midsize manufacturers by providing expert and accessible services in the areas of growth and innovation, continuous improvement, training, export assistance, supply chain management and profitable sustainability. WCMP is a strong advocate for manufacturers in Wisconsin and champions Wisconsin manufacturing at a national level. A strong supporter of the state's small and midsize manufacturers, WCMP strives to transform industry through consulting services, industry studies, seminars, publications and annual Manufacturing Matters! and Manufacturing Advantage conferences.

## ECONOMIC IMPACT

MEP Center impacts are based on clients surveyed in FY2023



**\$936.6 Million**

Total Increased/Retained Sales



**1,911**

Total Increased/Retained Jobs



**\$106 Million**

New Client Investments



**\$55.1 Million**

Cost Savings

## CONTACT US



2601 Crossroads Drive  
Suite 145  
Madison, WI 53718



(608) 729-4160



[www.wicmp.org](http://www.wicmp.org)



[brinkman@wicmp.org](mailto:brinkman@wicmp.org)



## PLANT LAYOUT FOR RUDY RACK

**ABOUT RUDY RACK LLC.** In 1991, as the bicycle industry developed, cycling enthusiasts were becoming more selective and savvy and the need for high-quality, versatile bicycle storage and display systems was recognized. Specialty bike shops emerged, offering greater selection and service. Rudy Rack began in a garage shop but has now outgrown several manufacturing facilities.

Rude Rack's made-to-order bike racks are developed, fabricated, and shipped worldwide. Display and storage solutions for bicycles are tailored to meet the needs of bike retailers and residential users. Rudy racks can be found in all 50 states, all Canadian provinces and in over 40 countries worldwide.

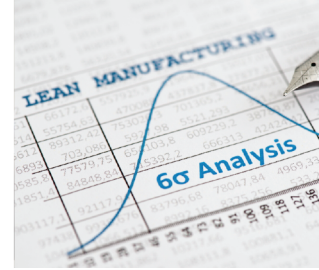
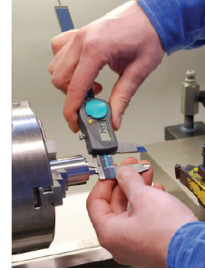
**THE CHALLENGE.** "The business has grown and the organization is challenged with space and productivity efficiencies. We need to look at our production layout," Owner Don Rasmussen explained in an initial site visit from University of Wisconsin-Stout Manufacturing Outreach Center (MOC), part of the Wisconsin MEP and the MEP National Network™. "We need to be better with the space we have. People have no room to do their work," he continued.

**MEP CENTER'S ROLE.** The MOC had a number of site visits to learn more about the organization and understand the manufacturing processes. MOC staff engaged the organization in a plant layout transformation. The first step was training in lean principles. Second was a mapping session of the processes by a team of employees. Third, a facilitated plan to make the layout and process changes team was designed.

Don explained his view of the MOC and their services, "What a great resource to the small manufacturers. They helped us get out of our own way, how to work smarter and make changes with the people involved. Their knowledge and experience is so valuable."

**"The MOC services has changed our business. We have the capacity to take on more orders with a shorter lead-time, better than ever. Initially, the services were recommended to me and I was skeptical. However, after our engagement and seeing the impacts, I sure appreciate the referral. I strongly recommend them."**

-Don Rasmussen, Owner



## RESULTS



Throughput time for shop has gone from **3 weeks** to **4 days**



**300%** improvement in work completed per week (output)

