

WOOD PRODUCTS COMPANY LIMBERS UP, IMPROVES SALES

ABOUT LEWIS LUMBER PRODUCTS, INC. Lewis Lumber Products, Inc. is a quality manufacturer of fine hardwood moldings, paneling, flooring, component parts and lumber. Selling to both wholesale and retail markets, Lewis Lumber takes great pride in the preservation and enrichment of the timberland environment. The company is based in Picture Rocks, Pennsylvania, and its own timberlands are part of the Chain of Custody Certification process for lumber from Pennsylvania State Forest Lands. With 55 employees, Lewis Lumber has highly experienced people at all levels of the organization and a long history of success in the lumber products business.

THE CHALLENGE. The wood products industry faced increasing competition, complexity and speed of change. Lewis Lumber's management team recognized a need to evolve some of their management and operational practices to better leverage the company's superior capabilities and reputation. The company started focusing on more challenging yet profitable products and services. However, the products were more complex, and there weren't enough product opportunities to fill capacity. Lewis Lumber turned to IMC (part of PA MEP), a NIST MEP affiliate, for assistance in developing a strategic growth strategy built on the principles of innovation and continuous improvement.

MEP CENTER'S ROLE. IMC worked closely with Lewis Lumber to develop a marketing and sales process strategy. As part of the marketing strategy, IMC trained key personnel on techniques for identifying and effectively educating the right group of customers. The training covered Lean practices and the participants learned how to deploy idea generation, evaluation, and an implementation system to develop marketing ideas and recommendations. Ideas with the strongest potential impact, immediacy, and strategic alignment with Lewis Lumber's goals moved on to the implementation phase, and IMC provided assistance as need.

At the same time, the group focused on improving the sales process and how it impacts the production process. Two Executive Forum sessions provided a wealth of related marketing ideas and recommendations, as well as change management and quote process recommendations. The management team decided to invest in a new information system, and Lewis Lumber successfully increased sales, secured jobs, and realized significant cost savings.

"IMC has been incredibly helpful in transitioning our company to become more innovative and effective in meeting changing customer demand in an increasingly competitive market under increasing service requirements."

-Keith Atherholt, President

RESULTS



Increased/retained sales of **\$1,250,000**



6 new/retained jobs



Cost savings of **\$100,000**



\$75,000 investment in Information Systems



New products: **\$50,000**

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