

NEWS RELEASE



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For immediate release

LEAN LEARNING CENTER HELPS LEAD RECYCLER ELIMINATE WASTE

RSR Corporation commits to implementing lean strategies

Novi, Mich, July 15, 2004 – RSR Corporation, one of the world’s largest producers of recycled lead, has enlisted the services of the Lean Learning Center, a leading provider of lean curriculum to a variety of industries, and its partner company Achievement Dynamics (ADI), a lean management consulting firm, to assist in transforming the corporation into a lean enterprise. RSR has committed to providing lean consulting, training and coaching to its corporate headquarters in Dallas and to the three recycling facilities that it operates in Los Angeles, Indianapolis, and Middletown, New York.

“As a recycler, one of our key goals is to eliminate waste not only in the environment, but also in our processes,” said RSR Corporation President and CEO Bob Finn. “This takes more than just learning about lean tools – it requires an internalization of lean rules, which is at the heart of the Lean Learning Center philosophy. The entire organization, from manufacturing to accounting, must be able to think lean in order to eliminate waste on an ongoing basis.”

The scope of services being provided by the Lean Learning Center and ADI includes the five-day Lean Experience course, a starting point for companies to begin their lean transformation, and the two-day Lean Leadership course for leadership coaching and development, both offered at the Center in Novi, Mich. In addition, on-site lean training is

being provided at the RSR headquarters and at each of the plants to a select group of employees, who will then be certified as lean facilitators, charged with taking lean to the rest of the enterprise.

“The objective is to make sure our students don’t just acquire information on lean, but develop the skills to apply it within their own real-world environment,” said Lean Learning Center partner Jamie Flinchbaugh. “A critical component in all our lean transformation programs is to wean the client from our services by transferring our skills and knowledge base, enabling them to independently continue along their lean journey.”

Personnel at each of the RSR facilities will also be provided on-site Value Stream Mapping, Kaizen events and Lean Learning Lab instruction. As part of the lean transformation plan service, RSR receives regular evaluations on its progress and its lean implementation plan is adjusted accordingly.

RSR Corporation is a leading U.S.-based secondary lead recycler that manufactures pure lead, as well as a complete line of calcium and antimonial lead alloys from scrap lead acid batteries, lead cable strips, scrap lead wheel weights, various lead drosses, and other lead-bearing materials.

The Lean Learning Center was founded in 2001 to address the gaps and barriers that are holding back companies from successful lean transformation. In combination with corporate partner Achievement Dynamics, the companies provide a full complement of lean transformation services. Industries served include manufacturing, healthcare, public utilities, retail, aerospace, communications, technology, investment equity, service and more. To request a curriculum brochure or for more information, call 248-478-1480 or visit

www.leanlearningcenter.com

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