

ServiceNews

A newsletter for customers of Bosch Packaging Services, Inc.
www.BoschPackagingServices.com

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Bosch Packaging Services, Inc. is the exclusive service provider in North America for **Bosch, Demarex, Doboy, Hansella, Makat, Moeller & Devicon, Paal, Pharmatec, Rotzinger, Sapal, Schöller-Bleckmann Medizintechnik (SBM), Sigpack Systems, Tevopharm, Togum, and Transver** packaging and processing equipment.



BOSCH
Invented for life

Bosch Packaging Services, your service contact for confectionery processing equipment

Effective January 2009, Bosch Packaging Services started servicing equipment manufactured by Bosch in Dierdorf and Viersen, Germany and Reichstett, France. This step also added confectionery processing to its portfolio.

As the name suggests, Bosch Packaging Services traditionally concentrated on the packaging section of industrial processes. With our most recent addition, we expand our coverage towards the processing side for select confectionery lines. The machines covered are as diverse as Uniplast machines for forming hard candy, extruders for soft candy and gum or entire rolling and scoring lines.

To ensure local coverage in North America, Bosch Packaging Services sent Rob Smeets (Sales USA), Mark Moulton (Sales Canada), Rich Millward (Project Management) and Dan McCauley (Field Service) to Germany this spring for up to four weeks of training. These employees were chosen for their experience in food and non-food packaging and learned about the differences and commonalities of confectionery processing. They are now well equipped to support our customers with technical support, spare parts, size parts and upgrade requests. In case the local knowledge does not suffice, the training also helped building relationships with the engineers in the plant that can be relied upon in the future.

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Editorial

Adapting to shifting customer expectations

2009 has proved to be a very challenging year for customers and suppliers alike as the effects of the global economic downturn has taken effect. Everybody involved in the packaging machinery sector has experienced very unusual business trends. At Bosch Packaging Services we have continued to work on business improvement and customer focus. Our customers needs have changed significantly: some because of excessive demand with the shift of consumers eating at home more and others because of low volume. Our product portfolio has been enhanced with a new structured planned maintenance program, new training offerings, a new OEE concept and plus several improvements to our e-portal and stock management tools. Additionally, we have invested in our people and restructured our organization (without downsizing) to raise the technical understanding and proactive support required by our installed base. I am sure that our extended offerings and proactive mind-set can help our customers excel through this difficult period.

*Gary Anderton, President,
Bosch Packaging Services, Inc.*



The Benefits of a Preventive Maintenance Agreement

Bosch can offer a full range of tailored agreements to suit your specific needs, schedule and budget.

A Preventive Maintenance Agreement from Bosch is an excellent mechanism to keep your packaging lines running with high reliability and at top performance levels. As with your automobile or home HVAC system, each of which you fully depend upon, planned check-ups, adjustments and tune-ups can help to keep your Bosch packaging equipment running efficiently and save you money at the same time.

In today's fast paced and competitive world, it is absolutely essential for procurers of goods to keep their equipment and lines operating at the highest speeds and output possible, but also with the greatest efficiency and with

the least scrap or losses. In addition, and perhaps of greater long term importance, catastrophic breakdowns and production stoppages must be avoided at all cost. A modest investment in a series of planned preventive service visits will help to prevent a costly breakdown and extensive loss of capacity.

A Preventive Maintenance Agreement is an opportunity to create an open understanding and expectations regarding service response, performance targets, ongoing responsibilities and priorities of each party, and of course pricing advantages and cost saving benefits of a planned service program. Typically, an agreement consists of a planned schedule of visits, of either fixed or varying duration, executed by specific technicians if desired, with a defined scope and range

of services to be provided and fixed deliverables such as reports, recommendations, on the job training, immediate intervention as needed — all this at a pre-defined price.

Through a series of planned service visits at regular intervals, our service technicians will be familiar with the specifics of your operation and become true service partners. In addition to taking care of your Bosch equipment, our service technicians will also look upstream and downstream to determine if either of these areas are preventing your Bosch equipment from operating at maximum efficiency. Where this appears to be the case, Bosch can work with the respective equipment manufacturers in order to ensure that your entire packaging line receives the benefit of our evaluations.

Customer Satisfaction and Customer Feedback

Help us serve you even better!

Last year, Bosch Packaging Services conducted for the first time a customer satisfaction survey on a global basis. Invitations to complete an online questionnaire were sent to about 1,300 customers contacts around the world, and about 17% completed the survey. The feedback was generally positive, but showed some room for improvement in the areas of parts and modernization pricing as well as parts lead time. We have listened to that input and worked on improving these areas.

Based on last year's success, we will conduct this survey on an annual basis going forward, with the next round planned for October 2009. Like last year, a

random subset of our customers will receive an e-mail with an invitation to complete a brief online survey. In recognition of customers' contribution, Bosch Packaging Services will contribute €10 (about \$15) to UNICEF for their "Girls Education Camp" program. Last year, a total of €2100 (about \$3000) was donated to the Red Cross. Customer input is extremely important for us, and we appreciate the time customers take to complete the survey and let us know how we are doing.

In addition to this structured feedback, we also welcome any comments — good or bad, now or in the future — by sending an e-mail to feedback.PAUR@bosch.com. We take your input seriously and are always looking for ways to improve our services.

The Preventive Maintenance Agreement is flexible and can be tailored to your own very unique needs, covering one or multiple lines, one or multiple plants, for any number of visits over a specified period of time. It can be extended or renewed, can include "out of scope" emergency work that may come up, and can be a foundation of a disciplined and well managed maintenance program.

The benefits of a Preventive Maintenance Agreement at a glance:

- Improved reliability, efficiency and throughput
- Timely discovery and correction of identified problems
- Greatly reduced odds of a catastrophic breakdown
- On the spot flexibility for repairs, training, emergencies, etc.
- Managed costs with available discounts on labor
- Priority scheduling for regular service visits
- Alerts about available upgrades, component obsolescence, etc.
- Creating a true, long term partnership with Bosch

If you believe that your operation could benefit from a stronger service relationship with Bosch through a Preventive Maintenance Agreement, please contact us today!

In recognition of customer feedback, Bosch Packaging Services will donate €10 to UNICEF for each submitted questionnaire. (Image © UNICEF India / Adam Ferguson)



Customer Service in Canada and Mexico

ServiceNews recently interviewed two of our employees focusing on our North American customers outside the USA; Mark Moulton (Canada) and Narciso Vazquez (Mexico & Latin America).

ServiceNews: Mark and Narciso, thanks for talking to us about your work with our customers in Mexico and Canada, respectively. First, could you provide our readers some information about your background?

Narciso Vazquez: Sure! I was actually born and raised in Coatzacoalcos in the state of Veracruz in Mexico, and later moved to Guadalajara where I studied towards a degree in business administration at the Universidad de Autonoma. In 1998, I moved with my wife to the USA and settled down in the Minneapolis area where I still live today.

Mark Moulton: I grew up on a dairy farm in the Ottawa province, not far from where I live now. My post secondary schooling was in Oshawa, Ontario in Mechanical Engineering. I moved back after college and have worked for manufacturing companies ever since. In total, I have about fifteen years of experience in the packaging industry.

ServiceNews: And how did you end up with the Packaging Group of Bosch?

Mark Moulton: In 2006, I was working at a chocolate company that was in the process of closing. A Field Service Engineer from Bosch was on site providing support on one of the Bosch lines I had installed. He mentioned that Bosch was searching for someone to look after their Canadian customers. I gave Bosch a call and joined the company shortly after.

Narciso Vazquez: It was actually quite straightforward. Dobby (now Bosch Packaging Technology, Inc.) in New Richmond, WI was looking for a bilingual Customer Service representative to support their growing Spanish-speaking customer base abroad, but also in the USA. I got hired, and the rest is history!

ServiceNews: So you also work with Spanish-speaking customers in the USA?

Narciso Vazquez: Yes, there are many customers in the US as who are more comfortable with their native language,

and we are happy to accommodate that. Most are located in the Southwest, in states like California and Texas, but also in other places like e.g. Chicago.

ServiceNews: Mark, with no language barrier between the USA and most of Canada, is it important to have a dedicated support structure for Canada?

Mark Moulton: Absolutely, the language is basically the same (although I'm still teaching my US colleagues to properly pronounce the word "about") but I think there are cultural differences. Generally, Canadian industries have always had to be very independent and self-supporting. Due to the size of the country and spread of



Narciso Vazquez, Customer Advocate Mexico and Latin America.

the population, local help and expertise are not always available to customers in a timely manner. Having a local Sales and Service organization is a must in order to provide fast response, on the spot evaluation of problems and development of solutions. Specifically, with locally based Sales and Service personnel, Bosch can react quickly and travel to customer sites on a cost effective basis. Local service in Canada proves that Bosch is serious about partnering with customers in a long term business relationship.

ServiceNews: So while Mark is based in Canada, you, Narciso work from the New Richmond, Wisconsin office. How much of your work is with Latin American (or Spanish-speaking) customers?

Narciso Vazquez: It varies from day to day, but I would say about 60%-70%. I'm also responsible for support of specific equipment (Microtronic, J-wrappers) for our entire customer base, that fills up the rest of my time. When I started with Bosch, all business was conducted by phone and fax, but now most of it is

through e-mail.

ServiceNews: Narciso, how does your background help you in your job?

Narciso Vazquez: One big part is certainly the language. Another benefit is the cultural understanding – knowing how business is done in another country. Some business procedures are a bit different, some priorities are not the same. Parts may have to clear customs during shipping, which increases shipping time and paperwork. And it is always good to build a relationship on a personal level. Therefore, it was a great experience to meet many customers at Expo Pack in Mexico two years ago.

Mark Moulton: Having worked in manufacturing facilities with a diverse range of production, I have been able to work with most of the equipment we support. When you visit a customer, you are able to talk about specific concerns or offer a suggestion based on an experience you have had, it helps build a relationship with the customer and you can offer solutions and cost savings that are proven and you know would be beneficial.

ServiceNews: Mark and Narciso, thanks so much for taking the time to participate in this interview!

Classroom training for mechanics and operators in Raleigh

Dedicated equipment available for customer training in our workshop in Raleigh, NC

When discussing staff training needs with our customers, we've taken note of an increasing demand for off-site classroom training. On-the-job training certainly plays an important role, but in certain cases a better training experience can be provided in a classroom setting, away from the daily operational demands. In response to that need, Bosch Packaging Services has set aside a vertical bagger (model type SVE3601) just for training and installed it in our workshop in Raleigh, NC.

Before approaching customers, we've tested our training concept internally by training new employees (customer advocates, field service coordinators ...)

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Simplified “first contact” for new customers

New phone tree, web site and group e-mail addresses for quick access

Bosch Packaging Services has grown tremendously and is supporting a broad palette of packaging and processing equipment, covering everything from gum extruders to band sealers to aseptic fillers. For these machines, we provide services ranging from spare parts and field service to technical audits and controls upgrades.

Most of our customers have a direct relationship with their Bosch contacts and know whom to call. However, when this relationship is not yet built because purchasing staff changed or equipment is acquired on the secondary market, it is admittedly not always easy to find the right contact. To improve this situation, Bosch Packaging Services has taken three measures:

First, we’ve added an automated phone menu to our main number (919-877-0886) that quickly gets you to the right department.

Second, we’ve created generic e-mail addresses for each department. E-mails

Important Contacts

General inquiries:

Bosch Packaging Services, Inc.
2440 Sumner Blvd.
Raleigh, NC 27616
(919) 877-0886, press 6
service.packaging.us@bosch.com
www.boschpackagingservices.com

Spare Parts:

(919) 877-0886, press 1
parts.PAUR@bosch.com

Field Service:

(919) 877-0886, press 2
fieldservice.PAUR@bosch.com

Technical Helpdesk:

(919) 877-0886, press 3

Modernization, Upgrades, OEE Audits and OEE Consulting:

(919) 877-0886, press 4
modernization.PAUR@bosch.com

Sales:

(919) 877-0886, press 5
sales.PAUR@bosch.com

If you already have a direct contact, you can note it below.

Name:

Phone number:

E-mail:

will be read by a central person and forwarded to the appropriate Bosch contact.

Third, we’ve updated our web site to explain our service products in detail and added a lookup tool for contact names. Enter your country, type of equipment and what type of service you are looking for and you will find name and contact information of the responsible contact.

A new Sales Manager for the West Coast

Richard Ofield joined our team in August 2009 to better support our customer base in California and surrounding states.

In August 2009, Richard Ofield joined our North American service organization and relocated to Los Angeles, CA. He will add significant sales application and engineering capability for our West Coast region plus targeted national key accounts.

Rich Ofield brings a wealth of experience from his previous assignments at Bosch with him. He started his career with Bosch in 1999 in the UK as a software engineer for SIG Pack Services (now Bosch Packaging Services). For the last five years, Richard has held multiple key positions in the UK service hub including Field Service Manager, Project Manager, and Sales Manager. The combination of a technical background with extensive sales experience allows Rich to quickly assess customer needs and to convert them into good solutions. Rich can be reached at 919-413-4207 (richard.ofield@bosch.com.) Better yet, meet Rich in person at the Pack Expo in Las Vegas, October 5 – October 7 (booth C-1423).

“Training” (continued from page 3)

that have joined the service organization in recent years. After this ‘test run’, we’ve welcomed the first group of customers for a three-day training session in August 2009.

The feedback was very positive. Learning about their specific machine in depth and the opportunity to “go inside and look at things in detail” without the pressure of getting it running again was considered a valuable benefit. Additionally, the opportunity to spend time with our experienced engineers and help desk staff

was also valued highly by the attending operators and mechanics.

Training is currently available for the SVB and SVE family. Additional equipment may be added based on demand. To discuss a customized package for your production staff, please contact Steve Pressey at 919-501-2902 or steve.pressey@bosch.com.

“Confectionery” (continued from page 1)

In addition to this training, Bosch Packaging Services was able to hire Steve Pressey who brings extensive confectionery knowledge to our organization. Steve has worked at several Bosch locations in the US and has been with the company for twelve years. His past experience ranges from spare parts procurement, project management, product management to new equipment sales. Since January 2009, he is the Field Service Manager for Vertical, Aseptic and Confectionery equipment.

Earlier in his career, Steve spent eighteen months at the Bosch Headquarters for Confectionery in Viersen, Germany and received in depth processing training to become the US expert for confectionery equipment. Steve has been instrumental in helping Bosch Packaging Services building up confectionery experience in only a few months and will ensure our in-depth coverage of this area in the future.

Editorial Notes

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