Pack of QRM Silver certified grows again

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The QRM production strategy ensures that companies in a high-mix-low-volume environment are able to shorten their lead times and save indirect costs. To make the strategy better known in Belgium, Sirris is organising QRM Silver training multiple times a year. Anyone successfully completing the training receives a certificate during an official ceremony taking place at one of the participants. On 17 April 2023, we were hosted by the high-end bicycle factory Belgian Cycling Factory, which can now reap the benefits of its QRM endeavours.

The number of QRM Silver certified in Belgian is growing steadily. Eight participants from the course held in Hasselt achieved their QRM Silver certificate. These certificates were presented at the Belgian Cycling Factory in Beringen, a manufacturer of racing and gavel bikes under the brands Ridley and Eddy Merckx. Since its founding, this Belgian bicycle producer has aimed for innovation in both product and production. The company works almost entirely customised to customers, who can even put their bike together using an online configurator. This means each bicycle is a unique product. The company wished to give its product a boost, and to shorten lead times. It started a few years ago on modernising and refurbishing its factory, with a new paint shop, and assembly department with various production lines and logistics. QRM, which has by now advanced considerably, also took on a major role in this plan. The modernisations, heavily coupled with digitisation and real-time visualisation of production, have now ensured that within a short time, a production increase of no less than 40 percent could be achieved.

Impressive factory makeover

The afternoon got underway with a comprehensive presentation of the company, its activities and the factory modernisation performed, with attention to QRM interventions and digitisation. This was followed by a tour around the entirely modernised production, assembly and paint areas.

It was then time for a video-conferencing session with Rajan Suri, the QRM-strategy founder, who first outlined a current picture of the state of affairs and challenges Western manufacturers are facing at present, such as the COVID-19 pandemic and the crisis situation due to the war in Ukraine. While QRM can provide an answer for this, its successful implementation requires a change in thinking, and that all too often clashes with the prevailing, classic mass-production attitude.

Following tradition, the event was concluded with the certificates being presented to the successful course-participants attending, in the presence of Rajan Suri on screen.

Would you like to learn more about QRM and find out what the strategy could mean for you company? Twice a year, Sirris holds the training as QRM Silver specialist together with the QRM Institute and the collaboration of Rajan Suri, in Ghent and Diepenbeek. This ten-part course enables you to initiate a QRM project, to conduct the analysis phase and to support implementation independently. If interested, be sure to keep an eye on our agenda!

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