



# New Product/Service Development

## 3P: Production, Preparation and Process

The three Ps stand for Production, Preparation and Process in product engineering and manufacturing process design. In 3P these elements of product development are merged. Design engineers within a manufacturing team employ a lean product development process and the lean process is carried through to product production.

The roots of 3P go back to the Toyota production system of the mid-1980s. Toyota's groundbreaking production system became the quality standard in the automotive industry, and this same standard has been applied to other industries with great success. 3P can be used when there is change in design, a new product launch, or a significant change in the production rate.

### Consider 3P if your company exhibits:

- ▶ High product development costs
- ▶ Slow product development time
- ▶ Significant material waste
- ▶ Performance lags
- ▶ Poor communication and coordination

### Benefits from implementing 3P:

- ▶ Reduced time to market—get a jump on your competition
- ▶ Reduced product development costs—drive profitability
- ▶ Reduced non-value-added time and materials—an efficient operation helps create a 'Green' business

The best way to reduce costs and reduce the development time for new products is to focus on the elimination of non-value-added waste in all manufacturing and development processes. Lean is a powerful approach that is proven to reduce costs and accelerate time-to-market for the development and delivery of new products and services.

WMEP will show you how the Lean philosophy is applied to the process of product development. Lean Product Development includes an integrated set of team-friendly tools to slash manufacturing costs at

all levels of development. It's a practical approach to accelerating time-to-market through aggressive waste elimination in the planning, resource management, design control, and interdisciplinary communication business processes.

### How it works:

WMEP manufacturing specialists with years of industry experience in Lean processes have undergone extensive training to provide valuable guidance as your



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company implements 3P. The process includes an initial assessment of the current product development process to identify your specific needs and provides input, instruction and a plan for action to squeeze wasted resources and time as manufacturing and engineering processes are integrated.

## About WMEP

WMEP is a private, nonprofit consulting organization committed to the growth and success of Wisconsin manufacturers. A leader in Next Generation Manufacturing, WMEP brings best practices to Wisconsin firms to help them achieve world-class performance through innovation and transformation. WMEP receives financial support from the Wisconsin Department of Commerce, and partners with many public and private organizations to serve Wisconsin manufacturers.

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